



Observe Point
EDGE

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Mike Maziarz

Director Product Management

ObservePoint



Clint Eagar

Sr. Product Manager & Product Ops

ObservePoint





Agenda

- Cookies 101: What Are They and Why Are They Used?
- What Challenges and Issues Arise Because of Cookies?
- How Can ObservePoint Help?
- I Got a Cookie Problem, Now What?
- Q&A



What Are Cookies?

Small bits of text data that a website stores on your device to remember information about your visit, such as login details, user preferences, or tracking your activity on the site.



Why Are Cookies Used?

- Essentially the Internet and websites as we know them could not function without cookies.
- Cookies were primarily designed for user convenience and personalization.
- Cookies can be used to track your behavior *across* the web, often without consent. This is typically what legislation is based on.





How are Cookies Classified by Legislation?

- **By Purpose:**
 - **Strictly Necessary:** Essential for the basic functionality of a website
 - **Functional:** Allows a website to remember choices you make
 - **Performance:** Collect information about how users use and interact with a website
 - **Targeting:** Used to deliver advertisements that are relevant to you and your interests
- **By Consent:** Strictly necessary cookies typically don't require consent, while Targeting cookies usually do



How are Cookies Classified by Browsers?

- **By Origin:** What set the cookie?
- **By Lifespan:** Session or Persistent often referred to as the duration of a cookie.
- **By Domain:** Refers to the specific domain for which a web cookie is valid and accessible.



Why Wasn't I Invited to the Cookie Party?

First-Party Cookies: The website you visit directly sets these cookies through a request header or JavaScript.

Third-Party Cookies: These are set by third-party services embedded in the website.



slido



Can a 1st Party Cookies Come from 3rd Party JavaScript?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



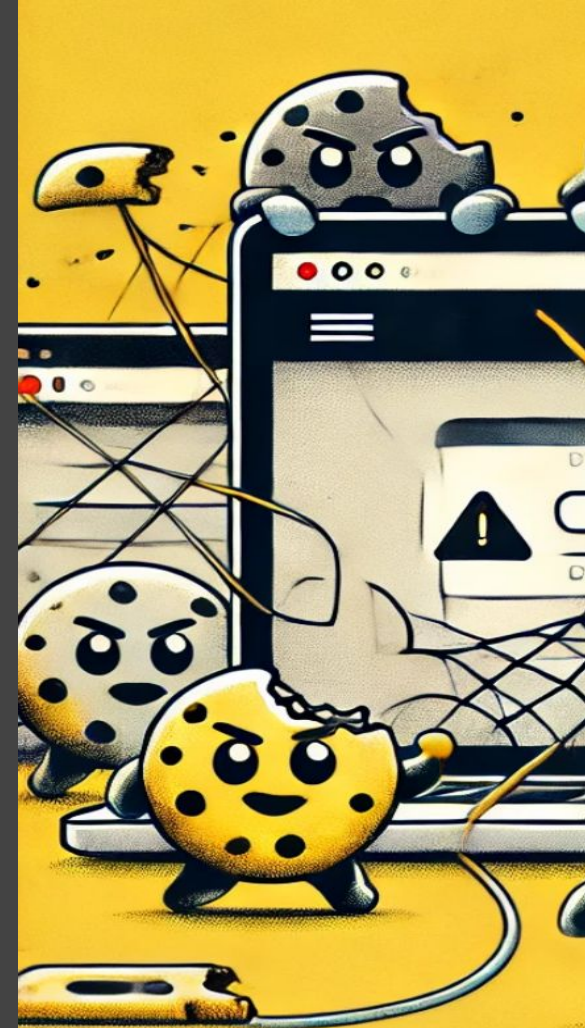
How Do Browsers Treat Cookies?

Web Browser	Market Share	Expiration	1st Party Cookies	3rd Party Cookies
 Google Chrome	65-70%	Max age 400 days	Supported	Supported (1% of users blocked, recommends use of Privacy Sandbox, but also still figuring it out!)
 Apple Safari	18-20%	7 days unless accessed for 1st party.	Supported	Supported (but blocked by default via Intelligent Tracking Prevention)
 Microsoft Edge	5-7%	Max age 400 days	Supported	Supported (not blocked by default)
 Firefox	3-5%	Max age 400 days	Supported	Supported (but blocked by default in Enhanced Tracking Protection)



What Challenges and Issues Arise Because of Cookies?

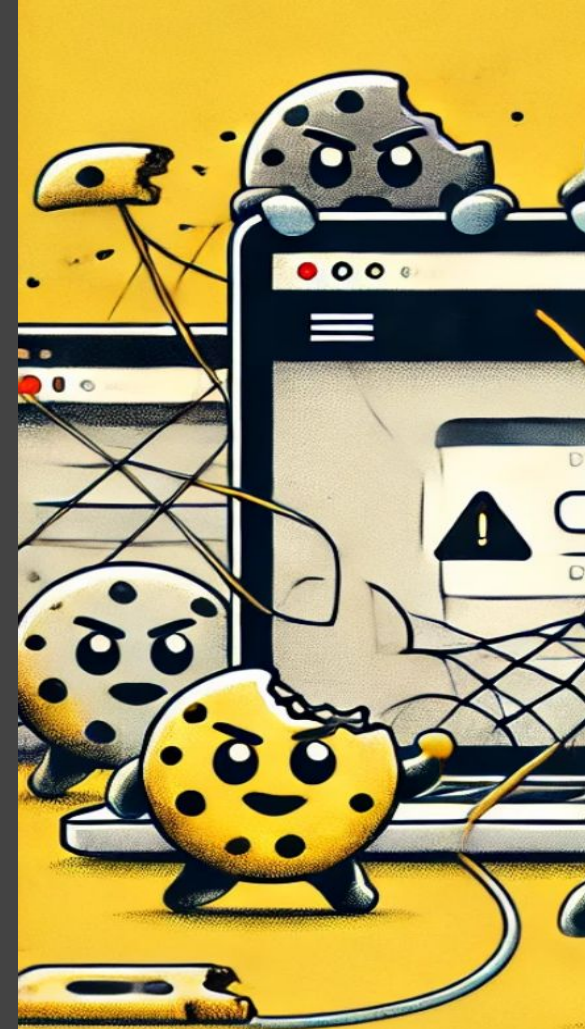
- **Browser Behavior:** Each browser treats cookies differently, adding additional management complexity.
- **Digital Residue:** Tags, cookies, and other trackers that are left behind or are of unknown origin.
- **Security Risks:** Cookies can be exploited in attacks like XSS or CSRF, potentially leading to session hijacking or data theft.
- **Data Misuse:** Cookie data can be sold or used invasively, especially in aggressive targeted advertising.





What Challenges and Issues Arise Because of Cookies? --continued

- **Regulatory Compliance:** Laws like GDPR require explicit consent for certain cookies, adding complexity and cost to compliance efforts.
- **Privacy Concerns:** Third-party cookies can track users across websites, raising issues about data collection and usage without explicit consent. (Consent Categories)
- **Cookie Fatigue:** Users may quickly accept all cookies to bypass settings, compromising their privacy.





How Can ObservePoint Help?

$$OP + \text{🍪} = \text{😍}$$



OP Toolkit

- Cookie Inventory & Initiators
- Tag Inventory & Initiators
- Consent Categories
- Alerts





Cookie Inventory & Initiators

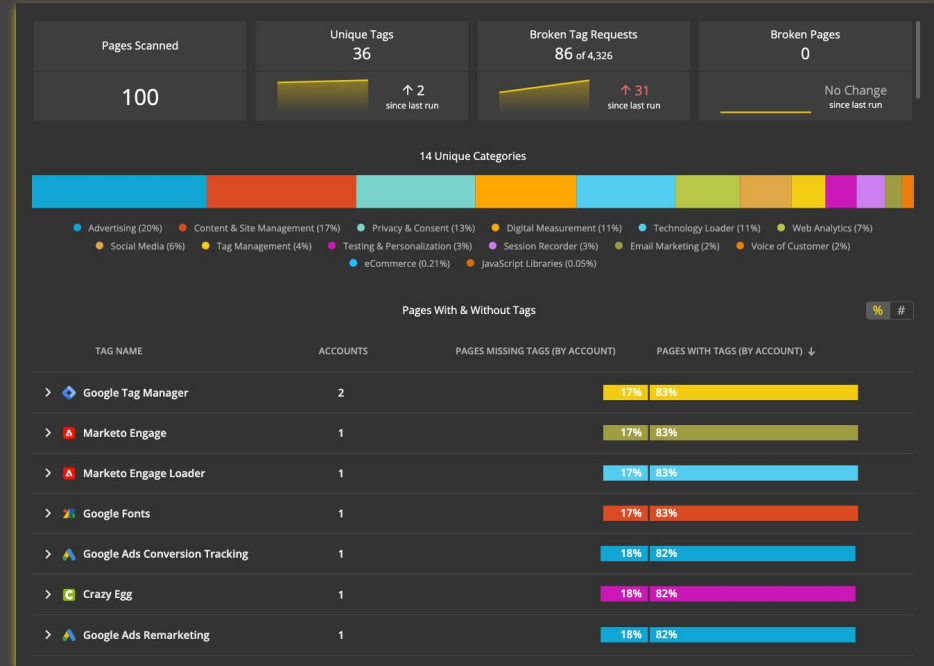
- Is it 1st or 3rd Party?
- Which domains are setting cookies?
- Which file or JavaScript function created the cookie?
- Is there a related tag?
- Who was the tag vendor?
- Which Alerts should I set?

Pages Scanned	Unique Cookies	1st Party	3rd Party	Non-Secure	SameSite Empty			
100	64 ↑ 20 since last run	40 ↑ 20 since last run	24 No Change since last run	22 ↑ 5 since last run	22 ↑ 10 since last run			
Cookies								
COOKIE NAME	DOMAIN	INITIATOR(S)	1ST/3RD PARTY	PARTITION KEY	DURATION	SAMESITE	SECURE	HITTPONLY
> _mkto_trk	observepoint.c...	1	1st	---	400d	---	false	false
> _cf_bm	zoominfo.com	1	3rd	---	30m - 31m	None	true	true
> _cfuvid	zoominfo.com	1	3rd	---	Session	None	true	true
> _fbp	observepoint.c...	1	1st	---	90d	Lax	false	false
> _ga	observepoint.c...	1	1st	---	400d	---	false	false
> _ga_BQX1XE6j...	observepoint.c...	1	1st	---	400d	---	false	false
> _gcl_au	observepoint.c...	2	1st	---	90d	---	false	false
> _uetsid	observepoint.c...	2	1st	---	1d	---	false	false



Tag Inventory & Initiators

- What technologies are loading on my set that set cookies?
- How many reporting buckets or “accounts” is this data going to?
- Do I have proper coverage of my Consent Management Platform?
- Are there any unknown or unauthorized tags?
- Which Alerts should I set?





Alerts

- Cookie Duration over 13 Months
- New Cookie Found
- # of Unapproved Cookies > 0
- New Cookie from Tag Vendor: Facebook
- New Cookie from Tag Category: Session Recorder
- New 3rd Party Cookie
- CMP Presence
- Analytics Presence

The screenshot displays the 'Triggered Alerts' section of the ObservePoint interface. It includes a search bar, filter options, and a date range selector set to 'Last 60 Days'. A summary shows 17 of 32 triggered alerts and 4 of 8 audits with triggered alerts. Below is a table of triggered alerts in most recent runs.

RECENTLY TRIGGERED	ALERT NAME ↑	ALERT RULE LOGIC IN MOST RECENT RUN
09/18/2024	JavaScript File Changes - File Size Changes	JavaScript File Changes - File Size Changes ≥ 0
09/18/2024	Pages - Average Page Load Time	Pages - Average Page Load Time > 3 sec
09/18/2024	Privacy Cookies - Pages with Unapproved Cookies	Privacy Cookies - Pages with Unapproved Cookies > 0
09/18/2024	Privacy Cookies - Unapproved Cookies	Privacy Cookies - Unapproved Cookies > 1
09/18/2024	Privacy Cookies - Unapproved Cookies	Privacy Cookies - Unapproved Cookies > 1
09/18/2024	Privacy Tags - Pages with Unapproved Tags	Privacy Tags - Pages with Unapproved Tags ≥ 0
09/18/2024	Privacy Tags - Pages with Unapproved Tags	Privacy Tags - Pages with Unapproved Tags ≥ 0
09/18/2024	Privacy Tags - Pages with Unapproved Tags	Privacy Tags - Pages with Unapproved Tags ≥ 0
09/18/2024	Privacy Tags - Pages with Unapproved Tags	Privacy Tags - Pages with Unapproved Tags ≥ 0



I Got a Cookie Problem, Now What?



Unapproved Cookies

- Why does it matter?
- Who cares?
 - Alert Recipients
- Investigate in ObservePoint
- Share Links w/ Others
- How to Solve the Problem
- Verify Remediation





QUESTIONS?



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Thank You!



Product Lookahead



Cookie Reporting Update

- Easily show/hide cookies set from pre-audit actions
- New column to show origin of cookie
 - Pre-Audit Action
 - Page Load
 - On-page Load
- Custom Column Selectors
- Available on both Cookie Inventory and Cookie Privacy

The screenshot displays the ObservePoint interface for cookie reporting. It shows a list of cookies with columns for ID, domain, party, session, and expiration. A detailed view for a specific cookie is shown, including its name, domain, security attributes, and expiration type. A table below lists the initiators for the cookie, such as Google Ads and Google AdSense. A custom column selector is visible on the right, allowing users to filter the data. At the bottom, a table titled 'Pages Scanned' provides a summary of page load times, status codes, and cookie counts for various URLs.

COOKIE NAME	DOMAIN	1st/3rd PARTY	EXPIRATION TYPE	SECURE	HTTPONLY	SAMESITE	AVG SIZE (BYTES)	PAGES W/ COOKIE	DURATION MIN	DURATION MAX	INITIATOR(S)
_gads	something.net	3rd	session	No	No	Lax	23	500	Session	32	2 Unique Origins: Pre-Audit Action, Page Load

INITIATOR	CATEGORY	TAG VENDOR	SET METHOD	ORIGIN
Google Ads - Conversion Ads	vertising	Google	Server-Side HTTP	Pre-Audit Action
Google AdSense	vertising somethings	Google	Server-Side HTTP	Page Load
Unknown		---	---	Page Load
HTTP		---	Client-Side Application	Page Load

PAGE URL ↓	PAGE LOAD TIME (sec)	PAGE STATUS CODE	COUNT OF COOKIES	TOTAL COOKIE SIZE (BYTES)
https://www.salesrabbit.com/	5.3	200	134	7567
http://www.salesrabbit.com	7.6	301	134	134



Account Wide Cookie Reporting

- Holistic view of all the cookies encountered across your account
- Consent Category Status
 - Approved
 - Unapproved
- How prevalent is this cookie?
- When was it first or last seen?

COOKIE NAME ↓	COOKIE DOMAIN	VENDOR	SOURCES	FIRST SEEN	LAST SEEN	PREVALENCE
> s_vi	jpstyle.us	Adobe	2	Aug 1, 2021	Aug 14, 2021	98%
> s_cc	jpstyle.us	2	1	Aug 1, 2021	Aug 16, 2021	20%
> _gid	jpstyle.us	Google	2	Jul 31, 2021	Aug 1, 2021	12%
View cookie details						
handl_original_ref	observepoint.com	Adobe	3	Jul 24, 2021	Aug 24, 2021	20%
> handl_landing_page	observepoint.com	Google	1	Never found in OP audit		---
> handl_ip	jpstyle.us	2	2	Aug 1, 2021	Aug 21, 2021	20%
> handl_ref	qa.jpstyle.us	Google	CMP	Jul 1, 2021	Jul 31, 2021	20%
▼ handl_url_base	omtrdc.net	Adobe	2	Jul 4, 2021	Jul 24, 2021	20%
DATA SOURCE (Audit/Journey/Integration/Upload)		VENDOR		FIRST SEEN	LAST SEEN	PAGES
<Source Name> ⓘ		Google		Aug 1, 2021	Aug 14, 2021	32 of 14,000
<Source Name> ⓘ		2		Aug 1, 2021	Aug 16, 2021	4 of 20,000
<Source Name> ⓘ		Google		Jul 4, 2021	Aug 1, 2021	56 of 60
CMP Import		Google		Imported on Jul 12, 2021		
> handl_url	GA1.1.151827927	Google	2	Aug 1, 2021	Aug 14, 2021	98
> user_agent	GS1.1.168183904	2	1	Aug 1, 2021	Aug 16, 2021	20



Consent Categories & OneTrust Importer

- What technologies are loading on my set that set cookies?
- Are all cookies approved to be on the site?

COOKIE DOMAIN	STATUS ↓
observepoint.com	⚠ Unapproved
observepoint.com	⚠ Unapproved
zoominfo.com	✅ Approved
observepoint.com	✅ Approved
observepoint.com	✅ Approved
observepoint.com	✅ Approved