



# *Observe Point* **EDGE**

**Oct 14 - 16, 2024**

**Lisbon, Portugal**



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# MIKE FONG

SENIOR SOLUTIONS MANAGER

*Observe Point*







# What Are Cookies?

**Small bits of data that a website stores on your device to remember information about your visit.**



File Explorer window showing the path: This PC > OS (C:) > Users > Mike Fong > AppData > Local > Google > Chrome > User Data > Default

Left sidebar (Navigation pane):

- Videos
- OS (C:)
- \$SysReset
- \$WinREAgent
- Apps
- DELL
- Drivers
- Intel
- My Web Sites
- PerfLogs
- Program Files
- Program Files (x86)
- ProgramData
- ProgramFilesFolder

Main content area (Files and folders):

Item Name	Type	Size
optimization_guide_model_and_features_store	Folder	
Sessions	Folder	
Storage	Folder	
Cookies	File	20.0 KB
Favicons-journal	File	0 bytes
heavy_ad_intervention_opt_out.db-journal	DB-JOURNAL File	
Service Worker	Folder	
shared_proto_db	Folder	
Sync Data	Folder	
Cookies-journal	File	0 bytes
Google Profile.ico	Icon	175 KB
History	File	136 KB
Session Storage	Folder	
Site Characteristics Database	Folder	
VideoDecodeStats	Folder	
Favicons	File	28.0 KB
heavy_ad_intervention_opt_out.db-journal	Data Base File	16.0 KB
History-journal	File	0 bytes



# Why Are Cookies Used?

- The Internet and websites as we know them could not function without cookies.





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- Cookies were primarily designed for user convenience and personalization.





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- 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







# 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.





Name	Value	Domain	Path	Expires / Max-Age	Size	HttpOnly	Secure ▲	SameSite	Partition Key Site
95-...	che...	.www....	/	2025-08-29T17:...	27				
MS...	082...	www....	/	Session	49				
MS...	GB	www....	/	2024-10-28T11:...	19				
Op...	202...	.onetru...	/	2025-10-04T11:...	45			Lax	
Op...	202...	.marks...	/	2025-08-12T13:...	45			Lax	
Op...	isGp...	.onetru...	/	2025-10-04T11:...	314			Lax	
Op...	isGp...	.marks...	/	2025-10-15T10:...	364			Lax	
Pl...	AM...	.marks...	/	Session	30				
_n...	1ad...	.optimi...	/	2025-09-16T20:...	43				
_ga	GA1...	.optimi...	/	2025-11-17T20:...	29				
_ga...	GS1...	.optimi...	/	2025-09-16T21:...	51				
_ga...	GS1...	.optimi...	/	2025-11-17T20:...	52				
_gc...	1.1...	.optimi...	/	2025-01-11T11:...	31				



Name	Value	Domain	Path	Expires / Max-Age	Size	HttpOnly	Secure ▲	SameSite	Partition Key Site
95-	ch	.www....	/	2025-08-29T17:..					



# How are Cookies Classified by Legislation?

- **By Purpose:**

- **Strictly Necessary:** Essential for the use of a website (e.g. payment process)
- **Functional:** remember optional choices (e.g dark/light mode, search filter preferences)
- **Performance:** Page load speeds, Digital Analytics
- **Targeting:** Targeted adverts





# 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.



Name	Value	Domain	Path	Expires / Max-Age	Size	HttpOnly	Secure ▲	SameSite	Partition Key Site
95-...	che...	.www....	/	2025-08-29T17:...	27				
MS...	082...	www....	/	Session	49				
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Op...	isGp...	.marks...	/	2025-10-15T10:...	364			Lax	
Pl...	AM...	.marks...	/	Session	30				
_n...	1ad...	.optimi...	/	2025-09-16T20:...	43				
_ga	GA1...	.optimi...	/	2025-11-17T20:...	29				
_ga...	GS1....	.optimi...	/	2025-09-16T21:...	51				
_ga...	GS1....	.optimi...	/	2025-11-17T20:...	52				
_gc...	1.1....	.optimi...	/	2025-01-11T11:...	31				



# How Do Browsers Treat Cookies?

Web Browser	Market Share	Max Expiration	1st Party Cookies	3rd Party Cookies
 Google Chrome	65-70%	400 days	Supported	Allowed by default
 Apple Safari	18-20%	Potentially 7 days / 1 day	Supported	Blocked by default
 Microsoft Edge	5-7%	400 days	Supported	Allowed by default
 Firefox	3-5%	400 days	Supported	Blocked by default





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[observepoint.com](https://observepoint.com)



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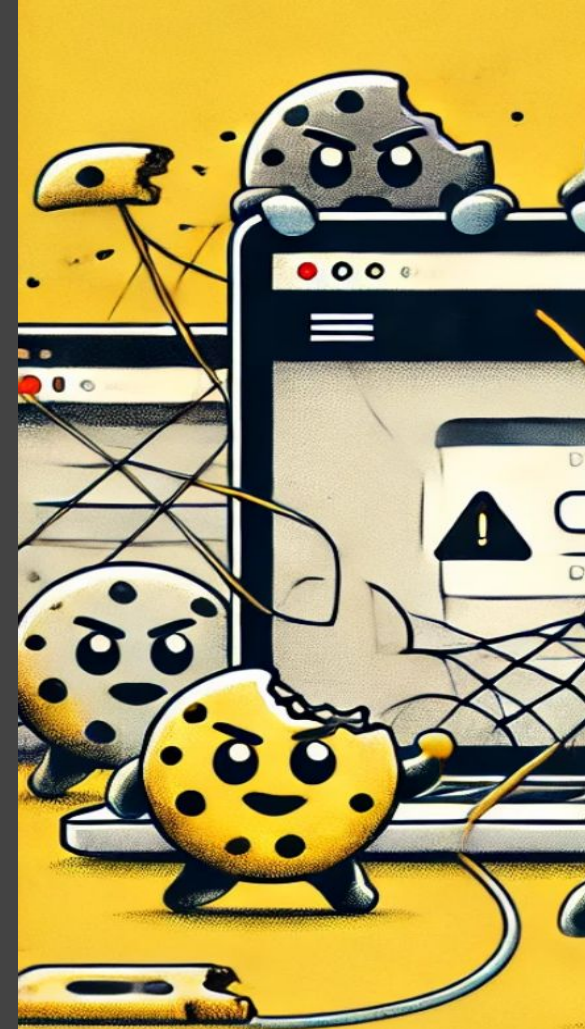
[observepoint.com?utm\\_source=email](https://observepoint.com?utm_source=email)





## What Challenges Arise Because of Cookies?

- **Browser Behavior:** browsers treat cookies differently, making management complex.
- **Data Misuse:** Data can be sold or used invasively, especially in aggressive targeted advertising.





ASHLEY MADISON®  
Life is short. Have an affair.®



FORBES > TECH

# How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did

Kashmir Hill Former Staff

Welcome to *The Not-So Private Parts* where technology & privacy collide

Feb 16, 2012, 11:02am EST

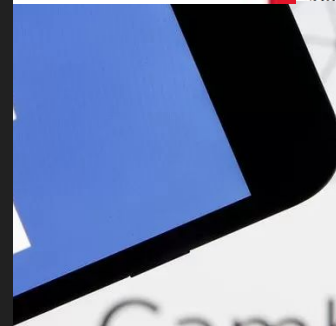
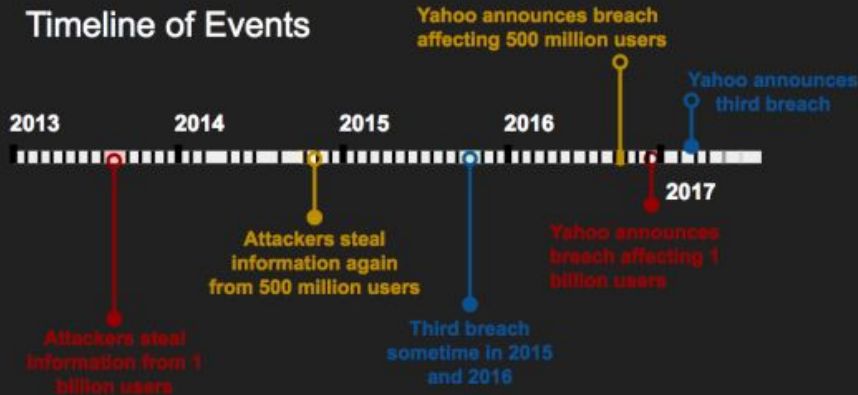
🕒 This article is more than 10 years old.

Every time you go shopping, you share intimate details about your consumption patterns with retailers. And many of those retailers are



TARGET

## Timeline of Events

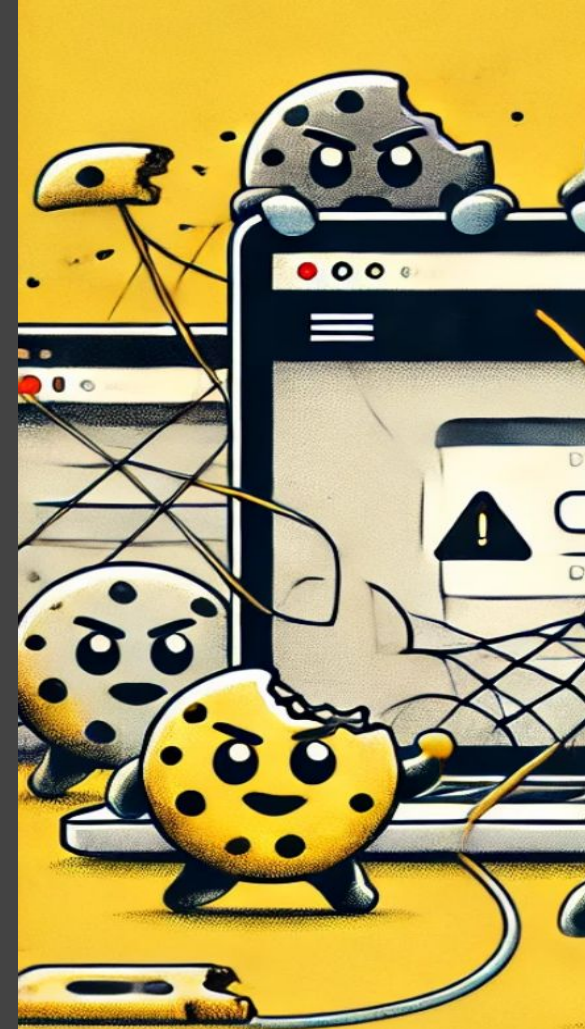


Cambridge Analytica



# What Challenges Arise Because of Privacy Legislation?

- **Regulatory Compliance:** Laws like GDPR require explicit consent for certain cookies, adding complexity and cost to compliance efforts.
- **Geographic differences:** Laws differ between countries (even within GDPR)
- **Advertising Stakeholders:** Disruption to existing business models





## You're in control

At The Sun, we use cookies to give you the best possible personalised experience when using our products and services.

### Pay for non-personalised ads

By choosing this option you will see ads across our products, but they will no longer be personalised. Notes, this will not be linked to other The Sun accounts.

**Pay for non-personalised ads**

Already a Pay to Reject user? [Log in here](#)

### Consent to personalised ads

Choose this option to continue browsing free of charge and enjoy the full reading experience on The Sun.

**Accept personalised ads**

Details can be found under "Privacy Policy" at the bottom of the page. To change all cookie settings [click here](#)





# Unapproved Cookies

- Why does it matter?
- Who cares?
  - Alert Recipients
- Investigate in ObservePoint





# How Can ObservePoint Help?

$$OP + \text{Cookie} = \text{Love}$$



# ObservePoint Toolkit

- CMP Completeness
- Tags and Cookies checked
- Cookie Provenance
- Alerts for Unauthorised  
Cookies





# 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

COOKIE NAME	DOMAIN	INITIATOR(S)	1ST/3RD PARTY	PARTITION KEY	DURATION	SAMESITE	SECURE	HTTPONLY
> <a href="#">_mkto_trk</a>	observepoint.c...	1	1st	---	400d	---	false	false
> <a href="#">_cf_bm</a>	zoominfo.com	1	3rd	---	30m - 31m	None	true	true
> <a href="#">_cfuvid</a>	zoominfo.com	1	3rd	---	Session	None	true	true
> <a href="#">_fbp</a>	observepoint.c...	1	1st	---	90d	Lax	false	false
> <a href="#">_ga</a>	observepoint.c...	1	1st	---	400d	---	false	false
> <a href="#">_ga_BQX1XE6j...</a>	observepoint.c...	1	1st	---	400d	---	false	false
> <a href="#">_gcd_au</a>	observepoint.c...	2	1st	---	90d	---	false	false
> <a href="#">_uetxid</a>	observepoint.c...	2	1st	---	1d	---	false	false



# 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. At the top, it shows 'Triggered Alerts' with a help icon and the subtitle 'For most recent runs only'. Below this, there is a search bar labeled 'Search By Alert', a 'Filters' dropdown, and a date range selector set to 'Run Date Range: Last 60 Days'. Two summary cards are visible: 'Triggered Alerts 17 of 32' and 'Audits with Triggered Alerts 4 of 8'. The main content is a table titled 'TRIGGERED ALERTS IN MOST RECENT RUNS' with columns for 'RECENTLY TRIGGERED', 'ALERT NAME', and 'ALERT RULE LOGIC IN MOST RECENT RUN'. The table lists several alerts from 09/18/2024, including JavaScript file size changes, page load times, and unapproved cookies and tags.

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 $\geq 0$
09/18/2024	Pages - Average Page Load Time	Pages - Average Page Load Time $\geq 3$ 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 $\geq 0$
09/18/2024	Privacy Tags - Pages with Unapproved Tags	Privacy Tags - Pages with Unapproved Tags $\geq 0$
09/18/2024	Privacy Tags - Pages with Unapproved Tags	Privacy Tags - Pages with Unapproved Tags $\geq 0$
09/18/2024	Privacy Tags - Pages with Unapproved Tags	Privacy Tags - Pages with Unapproved Tags $\geq 0$



**Alguma pergunta?**



**Thank you.**



*Observe Point*  
**EDGE**

**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 detailed view of a cookie named `_gads` from `something.net`, including its domain, expiration type (session), and various attributes like Secure, HttpOnly, SameSite, and Expiration Type. A table below lists the initiators for this cookie, such as Google Ads - Conversion Ads, Google AdSense, and HTTP. A custom column selector is open on the right, showing options like Cookie Name, Domain, Initiator, and Secure. Below this, a summary table titled 'Pages Scanned' provides an overview of the data.

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
observpoint.com	✅ Approved

