AUDITZO

EVIDENCE-BACKED WEBSITE TRACKING REVIEW

PUBLIC SAMPLE / SOURCE WEBSITE WITHHELD

GDPR / ePrivacy Detailed Tracking Evidence Report

Selected excerpts from an actual Auditzo automated browser scan, redacted and reformatted for prospective customers.

15	34	174
technology ecosystems	cookies observed	request events

AUTOMATED / INITIAL PAGE LOAD

Captured from a Germany-based browser environment. Twenty-second observation window. No Accept, Reject, or consent-setting interactions performed.

Important: This public sample is an edited illustration of the automated report. Source-site references, identifying request values, original screenshots and source artifact hashes have been withheld. It is not a legal compliance opinion or a complete evidence package.

AUDITZO DETAILED EVIDENCE REPORT - PUBLIC SAMPLE

The executive brief

What this automated scan observed, and what it cannot conclude.

15	32	357
technology ecosystems	rule-level signals	network events

Three findings that deserve a closer look

Advertising and marketing signals

Multiple advertising ecosystems were observed during the initial page-load window, including LinkedIn, Google Ads/DoubleClick, X and The Trade Desk.

Behavior analytics and customer data platforms

Microsoft Clarity and Salesforce-related data/marketing technologies were included in the detected technology inventory.

Cookie and request evidence

The source report lists 34 cookies, representative network-request URLs and an inventory of captured artifacts.

Meaning: The presence of a technology or request is a technical observation, not proof of unlawful tracking. Whether a specific activity requires consent depends on the actual behavior, purposes, legal context and visitor state.

Recommended next decision

Review the relevant tags and consent configuration, then compare behavior in controlled fresh-session initial, Accept and Reject scenarios. Those interactions were **not** tested in this automated scan.

AUDITZO DETAILED EVIDENCE REPORT - PUBLIC SAMPLE

Scope, methodology and provenance

The source report documents one configured browser observation - not an exhaustive compliance assessment.

ATTRIBUTE	DOCUMENTED SOURCE SCOPE
Framework	GDPR / ePrivacy technical tracking review
Collection method	Automated Chromium browser; public initial page load
Scan geography	Germany (EU node)
Observation window	20 seconds
Source website	Withheld from this public sample
Consent interactions	Not performed
Original report date	3 November 2026
Page content status	Target page visible; page loaded

Evidence collection sequence

01
Load
Configured browser

02
Observe
Requests, cookies

03
Classify
Rules and vendors

04
Capture
Artifacts and logs

Scope caution: Initial page-load timing alone does not establish that this was a clean browser with no prior consent state. The scan did not interact with the consent banner, and its results must not be described as confirmed Accept/Reject behavior.

How to read this public version

Counts, named technology categories and approximate observation timings reflect the uploaded Auditzo source report. Exact target URLs, site-identifying integrations, screenshots, customer-specific request values and source cryptographic hashes are intentionally excluded.

AUDITZO DETAILED EVIDENCE REPORT - PUBLIC SAMPLE

Higher-priority technologies

Six ecosystems were classified as Critical technical review priority by the source engine.

> **Critical is a review queue label.** It is not a finding that a vendor is unlawful, that consent was absent, or that the target website violated GDPR/ePrivacy rules.

TECHNOLOGY	CLASSIFICATION	FIRST SEEN	VENDOR HOST EXAMPLES
LinkedIn Advertising	Advertising / marketing	3.36s	snap.licdn.com; px.ads.linkedin.com
Terminus ABM	Advertising / marketing	3.37s	wec-assets.terminus.services
Microsoft Clarity	Session replay / behavior analytics	3.37s	clarity.ms; scripts.clarity.ms
Google Ads / DoubleClick	Advertising / marketing	3.37s	ad.doubleclick.net; stats.g.doubleclick.net
X / Twitter Advertising	Advertising / marketing	3.37s	static.ads-twitter.com; analytics.twitter.com
The Trade Desk	Advertising / marketing	3.79s	match.adsrvr.org

Interpretation

These are grouped vendor ecosystems, not six distinct legal violations. The source engine grouped multiple rule matches into a smaller number of user-facing findings to avoid double-counting related scripts or network activity.

Recommended review

For each vendor, confirm who owns the integration, which event triggers it, what browser-side requests are made, how the consent-management platform controls it, and whether actual behavior matches the privacy team's documented expectations.

AUDITZO DETAILED EVIDENCE REPORT - PUBLIC SAMPLE

The remaining technology inventory

The report also includes analytics, data platforms, tag management and supporting site technologies.

REVIEW PRIORITY	TECHNOLOGY	CLASSIFICATION
HIGH	Automattic / Parse.ly analytics	Analytics / audience measurement
HIGH	Salesforce Data / Marketing	Customer data / marketing platform
HIGH	Google Analytics / GA4	Web analytics
MEDIUM	Optimizely	Personalization / experimentation
MEDIUM	Vidyard Video	Video embed / video analytics
MEDIUM	Google Tag Manager	Tag management
LOW	Industry-specific platform (withheld)	Business / industry integration
LOW	AudioEye	Accessibility / functional widget
INFO	Adobe Fonts / Typekit	Typography asset delivery

Why grouping matters

The original technical inventory retains 32 rule-level matches grouped into 15 ecosystems. An ecosystem can include several scripts, tags, request types or domains. This structure helps teams review vendors as integrated systems rather than treating each rule match as an unrelated incident.

> **Source-site redaction:** One industry-specific vendor name is withheld because it could identify the scanned organization. The original classification count is unchanged.

AUDITZO DETAILED EVIDENCE REPORT - PUBLIC SAMPLE

Selected finding examples

A representative look at the report's request-level, vendor-linked technical observations.

01 / LINKEDIN ADVERTISING

~3.36 sec

Matched vendor hosts: snap.licdn.com, px.ads.linkedin.com

Request types: script, image, fetch

Recommended review: Inspect Insight Tag triggers, advertising events, matching/sync behavior and the consent controls used for this vendor.

02 / MICROSOFT CLARITY

~3.37 sec

Matched vendor hosts: clarity.ms, scripts.clarity.ms

Request types: script, XHR

Recommended review: Review loading conditions, masking configuration, sensitive-field exclusions and consent handling.

03 / GOOGLE ADS / DOUBLECLICK

~3.37 sec

Matched vendor hosts: ad.doubleclick.net, stats.g.doubleclick.net

Request types: fetch, document, ping, image

Recommended review: Review conversion tags, Consent Mode behavior and request timing during separate user-choice states.

04 / SALESFORCE DATA / MARKETING

~0.53 sec

Matched vendor hosts: cdn.c360a.salesforce.com (vendor family)

Request types: script, XHR, fetch, image

Recommended review: Review event collection, identity routing, downstream integrations and documented data-handling decisions.

These are automated scan observations and suggested follow-up checks. The report does **not** establish whether personal data was transmitted unlawfully or whether a required consent choice was absent.

AUDITZO DETAILED EVIDENCE REPORT - PUBLIC SAMPLE

Representative request-level observations

This sample retains vendor-host and resource-type context, while excluding full request URLs and account identifiers.

VENDOR FAMILY	FIRST OBSERVED	REQUEST TYPES	HOST EXAMPLE
Salesforce data/marketing	~0.53s	script / XHR / fetch	cdn.c360a.salesforce.com
Automattic / Parse.ly	~0.54s	image / script / fetch	pixel.wp.com; cdn.parsely.com
Google Tag Manager	~1.22s	script	googletagmanager.com
LinkedIn Advertising	~3.36s	script / image / fetch	snap.licdn.com
Google Analytics	~3.36s	script / XHR / fetch	google-analytics.com
Google Ads	~3.37s	fetch / ping / image	ad.doubleclick.net
Microsoft Clarity	~3.37s	script / XHR	clarity.ms
The Trade Desk	~3.79s	image	match.adsrvr.org
AudioEye	~5.72s	script / ping / CSS	ws.audioeye.com

How a full technical reviewer uses this

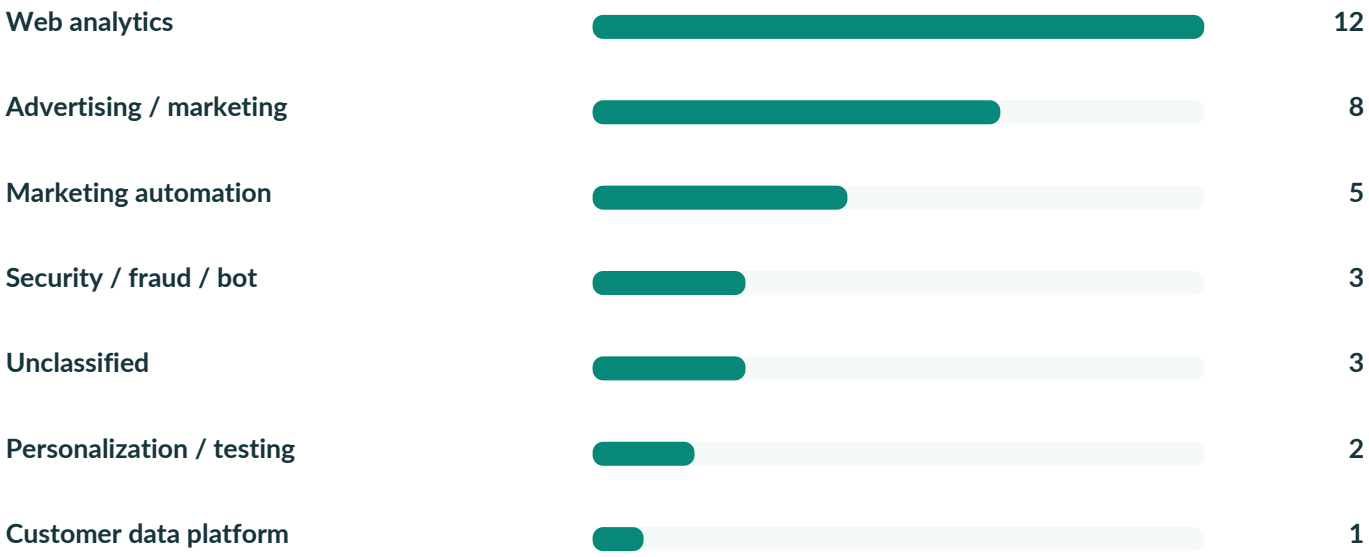
- Locate the specific request inside the original HAR or network-event artifact.
- Check request initiator, relevant payload fields, response and timing in the observed session.
- Correlate the request with a controlled browser state before drawing a consent-related conclusion.
- Repeat the test after configuration or remediation changes to compare observed behavior.

Public-sample boundary: Original paths, query strings, customer IDs and raw request payloads are withheld. This table is a redacted presentation of the source report, not a separately captured network log.

AUDITZO DETAILED EVIDENCE REPORT - PUBLIC SAMPLE

Cookie observations and classification

The source scan recorded 34 cookies. Below is the source report's category distribution.



Selected cookie names observed

COOKIE NAME	SOURCE CATEGORY (SIMPLIFIED)	VENDOR
_ga	Web analytics	Google Analytics
_gid	Web analytics	Google Analytics
_gcl_au	Advertising	Google Ads
_twpid	Advertising	X / Twitter
li_gc	Advertising / vendor cookie	LinkedIn
_parsely_session	Web analytics	Parse.ly
_parsely_visitor	Web analytics	Parse.ly
igodigitaltc2	Marketing automation	Salesforce / iGoDigital
_twsid	Unclassified	Needs review

Cookie names are shown without source-site domain attributes or values. A cookie classification does not by itself determine whether a cookie is essential or whether consent was legally required.

AUDITZO DETAILED EVIDENCE REPORT - PUBLIC SAMPLE

From observations to an implementation review

These are technical next steps drawn from the source report, not assertions that a fix is legally required in every case.

01

Advertising and remarketing

Inspect LinkedIn, Google Ads, X, Terminus and Trade Desk tags; confirm tag triggers, consent-mode integration and disclosure mapping.

Suggested owner: Marketing + developer + privacy

02

Session replay configuration

Review Clarity initiation, data masking, sensitive-field handling and consent/choice controls.

Suggested owner: Developer + privacy

03

Analytics and cookie settings

Confirm GA4 collection logic, identifiers, retention choices, cookie placement and relevant control signals.

Suggested owner: Developer + marketing + privacy

04

Customer-data routing

Review Salesforce Data Cloud/Marketing Cloud event flows, identifiers and downstream destinations.

Suggested owner: Marketing ops + developer + privacy

05

Unclassified inventory

Review unknown cookies and the one unclassified third-party domain rather than treating the vendor list as complete.

Suggested owner: Developer + privacy

06

Controlled verification

Compare fresh-session initial, Accept and Reject observations. Retest after any implementation changes.

Suggested owner: Developer + technical reviewer

AUDITZO DETAILED EVIDENCE REPORT - PUBLIC SAMPLE

Evidence capture and integrity

What the source report indicates was captured - and why the public sample omits the original artifacts.

10
listed evidence artifacts

3
captured screenshots

507.6 KB
HAR artifact size

ARTIFACT TYPE	SOURCE REPORT STATUS	PUBLIC SAMPLE TREATMENT
Raw HAR	Available	Original file, not included here
Network events	JSON / 390.7 KB	Original file, not included here
Cookies	JSON / 9.3 KB	Selected names only
Screenshots	Initial / final / full-page	Excluded to protect site identity
Scanner output	JSON / 9 KB	Original file, not included here
Other scan artifacts	Console, failed requests, page observation	Original files not distributed

How integrity works

The original report lists SHA-256 digests for the collected files. A digest can be compared with an original unmodified artifact to identify changes. It does not establish legal compliance, correct interpretation or the authenticity of a modified excerpt.

Public sample integrity notice: All original artifact hashes, source-site screenshots, report IDs and scan IDs were intentionally withheld. This newly generated PDF has its own file properties and must not be represented as cryptographically identical to the original report.

AUDITZO DETAILED EVIDENCE REPORT - PUBLIC SAMPLE

What this scan did not test

Clear technical boundaries protect the credibility of both the automated product and any subsequent manual review.

Accept / Reject / Preferences

No consent buttons were clicked. The report reflects initial page-load observations only.

Consent history

The report does not establish that no prior browser preference or consent state existed.

Other jurisdictions and devices

The capture used one Germany-based configuration and a 20-second window.

Account or authenticated journeys

Private areas and logged-in user paths were not covered by this report.

Server-side integrations

Browser network evidence alone is insufficient to fully characterize separate server-to-server data flows.

Legal conclusions

Technology presence, request events and rule scores do not prove a GDPR/ePrivacy violation.

Source engine score: The original automated report assigned 0/100, described as Critical technical review priority. It is a rule-based indicator for prioritizing investigation - **not** a compliance percentage, regulatory finding or certification.

AUDITZO DETAILED EVIDENCE REPORT - PUBLIC SAMPLE

Choose the right next step

Automated evidence is useful for screening. Deeper consent behavior questions usually require a scoped manual investigation.

AUTOMATED DETAILED REPORT

Initial technical evidence

- Initial-load technology inventory
- Cookie and request classifications
- Request-level evidence references
- Artifact inventory and technical audit trail
- Rule-based review priorities and limitations

SCOPED MANUAL REVIEW

Consent-state verification

- Controlled fresh-session observations
- Accept / Reject / relevant state comparisons
- Focused HAR and request/payload review
- Human-evaluated technical findings
- Remediation handoff and defined retesting

Important: This is a selected, redacted public sample reconstructed from a real Auditzo automated PDF report. It is not a report about an identified client, not a compliance certificate and not a substitute for the full original report or its underlying artifacts.

See what Auditzo can investigate for your website

For a technical website tracking review, consent verification, or a scoped evidence package for counsel and implementation teams, contact Auditzo with the website type, relevant user journeys and the questions you need answered.

REQUEST A SCOPED REVIEW

www.auditzo.com/manual-evidence-audit
www.auditzo.com/contact