AUDITZO

XXXXX-COM-20260609172546

Detailed Evidence-Backed Report

Premium evidence-backed technical report with request-level evidence, artifact integrity, screenshots, and developer/privacy-team remediation handoff.

Detailed | GDPR / ePrivacy | Score 0/100

Report ID	XXXXX-COM-20260609172546
Target URL	https://xxxxx.com
Final URL	https://xxxxx.com/
Framework	GDPR / ePrivacy
Jurisdiction	EU / EEA-style privacy and cookie review
Report Plan	Detailed Evidence-Backed Report
Detail Level	Evidence-backed detail
Scan Node	de-germany-1
Scan Country	Germany
Scan Mode	Initial Page Load
Page Content Status	Target Page Visible
Target Page Loaded	Yes
Report Generation Recommended	Yes
Consent Interaction	Not Performed
Report Generated	2026-06-09 17:25:46.910Z

TECHNICAL RISK SCORE	CRITICAL	HIGH	MEDIUM	LOW	INFO
0/100	7	3	3	2	1
Critical technical review priority					

This is a technical review priority score, not a legal compliance score or legal finding.

How to read this report: This detailed report includes the strongest evidence view available in Auditzo V1. Auditzo reports technical observations and review signals. It does not determine legal compliance.

Report Navigation

Use this page as a quick guide to the report. Click any section below to jump directly to it in the HTML report.

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5. **Contact Auditzo**
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Suggested reading path: Start with Executive Conclusion → Top Recommended Actions → Scan Geography → Priority Findings → Evidence Appendix.

1. Executive Conclusion

WHAT THIS REPORT MEANS

What this report means

Auditzo observed 7 critical and 3 high priority technology ecosystem(s) for GDPR / ePrivacy. These should be reviewed first.

Score Summary

The technical risk score is 0/100. Strong technical review signals were observed and should be reviewed urgently.

Consent-State Clarity

Auditzo observed the page during the initial page-load window and did not click Accept, Reject, or customize consent choices. Findings should be read as initial-load observations, not as confirmed post-consent or post-rejection behavior.

Where to Start

Start with Top Recommended Actions, then review Priority Findings, then use the Evidence Appendix for technical proof.

Legal Boundary

This is a technical evidence report. It does not decide whether the website complies with any privacy law.

Short answer: Auditzo displayed 16 technology ecosystem(s), grouped from 33 raw rule-level signal(s), plus 48 cookie(s) and 1 unclassified third-party domain(s) during the automated browser scan.

PLAIN-ENGLISH VERDICT

GDPR / ePrivacy review shows a Critical review priority result mainly because LinkedIn Advertising Ecosystem was observed during initial page load.

The technical review priority score is 0/100 (Critical review priority).

What was detected

- LinkedIn Advertising Ecosystem was the highest-priority observed technology signal.
- 16 technology ecosystem(s) were shown in this report view, grouped from 33 raw rule-level signal(s).
- 48 cookie(s) were observed and classified where possible.

What was not detected in this scan view

No clean absence claims are made from this scan view. Auditzo reports what was observed and avoids claiming a category is absent unless the scan evidence supports it.

Legal boundary: Use this report as technical evidence for review and remediation planning, not as legal advice.

DETAILED EVIDENCE PACKAGE

What this Detailed Evidence-Backed Report includes

This report is designed as a technical evidence package for website owners, agencies, developers, privacy teams, and legal reviewers who need more than a high-level diagnostic.

TECHNOLOGY ECOSYSTEMS

16

33 raw rule-level signal(s) retained behind grouped ecosystem findings.

REQUEST EVENTS

175

Browser request events captured during the observation window.

NETWORK EVENTS

358

Network events captured from the automated Chromium scan.

COOKIES OBSERVED

48

Cookies visible to the automated browser and classified where possible.

EVIDENCE ARTIFACTS

10

10 artifact(s) include SHA-256 hashes for evidence traceability.

SCREENSHOTS

3

Initial, final, and full-page screenshot context where available.

HAR ARTIFACT

Available

Raw HAR artifact captured (508.3 KB).

OBSERVATION WINDOW

20 sec

Configured browser observation window for this scan.

✓ **Request-level URL evidence where available**

- ✓ HAR-backed artifact references and evidence hashes
- ✓ Initial, final, and full-page screenshot evidence context
- ✓ Technology ecosystem grouping with raw rule-level signals retained
- ✓ Full cookie classification with known/unknown status
- ✓ Unknown third-party domain review detail
- ✓ Priority vendor remediation map for implementation teams
- ✓ Rule-version, checksum, scan timing, and document-control audit trail

This is technical evidence for review and remediation planning. It is not legal advice and does not determine legal compliance.

What was not tested in this scan

Auditzo is intentionally transparent about scan boundaries. This prevents overclaiming and helps teams decide whether a deeper evidence-backed review is needed.

Consent accept/reject behavior	Not tested. The scanner observed initial page-load behavior only.
Logged-in or account-only behavior	Not tested unless the scan was explicitly configured with authorized access.
Every region, browser, and device	Not tested. This report reflects the configured scan node, browser, and observation window.
Future or A/B test variations	Not guaranteed. Website tags, consent banners, and vendor scripts can change over time.
Legal compliance determination	Not provided. Auditzo provides technical observations and review signals only.

2. Top Recommended Actions

These are the most practical next steps based on the observed scan results. They are written for website owners, developers, marketers, and privacy teams.

1

Review advertising and marketing tags

Why this matters: Advertising and marketing pixels are often among the highest-priority privacy review items.

Recommended action: Ask your developer or tag manager owner to confirm whether these tags are disclosed and controlled by the consent/privacy-choice flow.

Owner: Marketing + Developer + Privacy/Legal

Related finding: LinkedIn Advertising Ecosystem (Critical)

2

Review session replay or behavior analytics configuration

Why this matters: Session replay tools may capture detailed user interaction behavior and require careful configuration.

Recommended action: Confirm masking rules, sensitive-field exclusions, vendor disclosure, and whether the tool loads only when appropriate.

Owner: Developer + Privacy/Legal

Related finding: Microsoft Clarity (Critical)

3

Review analytics setup and cookies

Why this matters: Analytics tools may set identifiers or transmit page and browser context.

Recommended action: Check analytics cookies, IP/client identifier handling, retention settings, consent mode, and privacy disclosures.

Owner: Developer + Marketing + Privacy

Related finding: Automattic / WordPress.com / Parse.ly Analytics Ecosystem (High)

4

Review customer data platform routing

Why this matters: Customer data platforms may route visitor identifiers, events, and audience data across systems.

Recommended action: Confirm what identifiers and events are collected, where they are sent, and whether disclosures/choices cover this use.

Owner: Marketing/Ops + Developer + Privacy

Related finding: Salesforce Data / Marketing Ecosystem (High)

5

Review tag manager triggers

Why this matters: A tag manager can load multiple third-party technologies and can be the source of unexpected trackers.

Recommended action: Audit the container triggers and confirm non-essential tags are blocked until the required user choice.

Owner: Developer + Marketing

Related finding: Google Tag Manager (Medium)

6

Review unclassified third-party domains

Why this matters: Some third-party domains were observed but are not yet classified by Auditzo's current rules.

Recommended action: Review unclassified domains before relying on the report as a complete vendor inventory.

Owner: Developer + Privacy/Compliance

7

Test consent accept/reject behavior separately

Why this matters: This scan observed initial page-load behavior only and did not click Accept or Reject.

Recommended action: For a stronger audit, run separate accept/reject/manual HAR workflows or verify consent blocking inside your CMP/tag manager setup.

Owner: Developer + Privacy/Compliance

OPTIONAL NEXT STEP

Need help interpreting this report?

This automated report captures technical evidence from an initial browser observation. If you need consent-state testing, additional screenshots, manual HAR review, deeper tracker analysis, or legal-team-ready evidence packaging, Auditzo can prepare a customized review.

- Consent accept/reject state comparison
- Manual HAR and screenshot evidence review
- Developer-ready remediation notes
- Privacy/legal review support package

Best for

Legal/privacy teams, ecommerce brands, agencies, and teams needing stronger evidence than an automated scan alone.

Request a Custom Review

3. Scan Geography & Regional Context

Where the browser scan ran from matters. Websites can show different cookie banners, scripts, trackers, consent flows, and privacy choices depending on visitor region.

REGION-ALIGNED SCAN

This GDPR/ePrivacy report was generated from Auditzo's Germany/EU scan environment to better reflect EU visitor behavior.

Website behavior may still vary by EU country, consent state, browser, device, A/B testing, logged-in state, and time of visit.

Selected Framework	GDPR / ePrivacy
Framework Jurisdiction	EU / EEA-style privacy and cookie review
Scan Node	de-germany-1
Scan Country	Germany
Scan Region	European Union / EU-region
Observation Window	20.00 sec
Consent Interaction	Not Performed

Regional transparency: Auditzo reports the scan environment used for evidence capture. This report should not be interpreted as proving identical behavior for every visitor or region.

Detailed Evidence Coverage

This section summarizes the technical evidence package behind the Detailed report. It is designed to show what was captured, what was hashed, and how the report can be traced back to scan artifacts.

TECHNOLOGY ECOSYSTEMS
16

RAW RULE-LEVEL SIGNALS
33

REQUEST EVENTS
175

NETWORK EVENTS
358

COOKIES OBSERVED
48

UNKNOWN DOMAINS
1

EVIDENCE ARTIFACTS

10

HASHED ARTIFACTS

10

SCREENSHOTS

3

OBSERVATION WINDOW

20 sec

Evidence Artifact Highlights

Artifact	Filename	Status	Size	Hash
Har	raw.har	Available	508.3 KB	`fc88a173af4518...b9c67950`
Screenshot Initial	screenshot-initial.png	Available	295.2 KB	`094ac6b3fe23b6...23f32470`
Screenshot Final	screenshot-final.png	Available	296.4 KB	`aa10cbcc111db6...0518159e`
Screenshot Fullpage	screenshot-fullpage.png	Available	768.6 KB	`57f044f406d052...554c4c10`
Cookies	cookies.json	Available	12.5 KB	`f82a9f2af7f1f0...f88a2bc7`
Network Events	network-events.json	Available	381.2 KB	`0a7bfd22681133...d6b5981e`
Scanner Output	scanner-output.json	Available	9 KB	`8ae388d972f71a...b588a162`

Evidence boundary: Detailed evidence supports technical review and remediation planning. It does not prove legal compliance or establish legal liability.

Evidence Chain Timeline

Auditzo connects browser observation, captured artifacts, rule versions, and report generation into one traceable evidence chain.

1. Browser scan started

Automated Chromium browser session started from the configured scan node.

Status: Captured · 2026-06-09 17:25:25.287Z

2. Network activity observed

First network event recorded from the browser session.

Status: Captured · 2026-06-09 17:25:25.563Z

3. Screenshots captured

Initial, final, and full-page screenshots are included where available.

Status: Captured · 2026-06-09 17:25:45.333Z

4. Evidence artifacts hashed

HAR, cookies, network events, screenshots, and scanner artifacts include SHA-256 hashes where available.

Status: Hashed

5. Rules applied

Rules metadata included. Tracker rules version: 2026.06.09.005-review-status-taxonomy-cleanup.

Status: Validated

6. Report generated

Detailed Evidence-Backed Report generated from normalized scan evidence.

Status: Generated · 2026-06-09 17:25:46.910Z

4. Executive Summary

GDPR / ePrivacy technical review completed

Auditzo displayed 16 technology ecosystem(s), grouped from 33 raw rule-level signal(s), plus 48 cookie(s) and 1 unclassified third-party domain(s) during the automated browser scan.

Auditzo assigned a technical risk score of 0/100, categorized as "Critical review priority".

SCORE

0/100

SCORE BAND

Critical review priority

TECHNOLOGIES

16

COOKIES

48

UNKNOWN DOMAINS

1

SCAN COUNTRY

Germany

Plain-English Reading

What was checked?

The scan was configured for GDPR / ePrivacy from Germany using Initial Page Load mode. Consent interaction was recorded as "Not Performed".

What categories appeared?

6 Advertising / Marketing Pixel, 1 Session Replay / Behavior Analytics, 1 Web Analytics / Audience Analytics, 1 Customer Data Platform

What should this not be used for?

This report shows technical observations from one automated scan. It does not determine legal compliance or regulatory liability.

Evidence Timing Snapshot

Scan Started	2026-06-09 17:25:25.287Z
Scan Completed	2026-06-09 17:25:46.358Z
Observation Window	20.00 sec
First Network Event	2026-06-09 17:25:25.563Z
Last Network Event	2026-06-09 17:25:45.721Z
Observed Network Duration	20.16 sec

Timestamp note: Timestamps document when behavior was observed during this automated scan. They do not prove behavior is identical for every visitor, region, device, or future visit.

5. Score & Severity Explanation

The score was calculated from observed raw technology signals and severity rules, with caps applied to prevent excessive duplicate penalty. This report view groups related rule-level signals into technology ecosystems for readability. Cookies and supporting evidence are shown for context, but V1 avoids double-counting cookies when related technologies are already detected.

0/100

Critical technical review priority

Strong technical review signals were observed and should be reviewed urgently. This score reflects technical review priority, not a legal finding or compliance determination.

Applied Deduction Summary

Severity	Raw Deduction	Cap	Applied Deduction
Critical	425	50	50
High	60	35	35
Medium	30	20	20
Low	0	10	0
Info	0	0	0

Important: Cookies are shown as evidence, but V1 scoring does not deduct separately for cookies when a related technology is already detected. This helps avoid double counting.

Grouping note: Severity counts shown in the user-facing report are grouped ecosystem counts. Score deductions may consider underlying raw rule-level signals, with caps applied to prevent excessive duplicate penalty.

6. Score Improvement Opportunities

These items may help reduce technical review priority in future scans. They are not guarantees of compliance improvement.

1

Review and control advertising pixels

Check whether advertising, remarketing, or conversion pixels are properly disclosed and controlled by consent/privacy-choice settings.

Suggested owner: Marketing + Developer + Privacy

2

Review session replay and behavior analytics tools

Confirm masking rules, sensitive-field exclusions, vendor disclosure, and whether the tool loads only when appropriate.

Suggested owner: Developer + Privacy/Legal

3

Audit tag manager triggers

Review GTM or tag manager containers to confirm non-essential tags are not firing unexpectedly during initial page load.

Suggested owner: Developer + Marketing

4

Review analytics configuration and cookies

Check analytics cookies, client identifiers, IP-related settings, retention, consent mode, and privacy disclosures.

Suggested owner: Developer + Marketing + Privacy

5

Review unclassified third-party domains

Unclassified domains should be reviewed before relying on the report as a complete vendor or tracker inventory.

Suggested owner: Developer + Privacy/Compliance

6

Re-scan after implementation changes

After tag, consent, or disclosure changes are made, run a new scan and compare the results.

Suggested owner: Website Owner + Developer

Score note: The score reflects technical review priority. It should be used to prioritize review and remediation, not as a legal compliance grade.

7. Developer Handoff Checklist

Give this checklist to the developer, tag manager owner, or technical team responsible for website scripts and consent implementation.

- ☐ Review tag manager/container triggers and identify which tags fire on initial page view.
- ☐ Confirm whether non-essential advertising, analytics, session replay, and marketing tags are blocked until the required user choice.
- ☐ Review cookies set during initial page load and map them to the responsible vendor or feature.
- ☐ Review third-party domains listed in the report and confirm whether each is expected.

- [ ] Check whether consent mode or CMP integration is correctly connected to analytics and advertising tags.
- [ ] Document changes made and re-run the Auditzo scan after implementation updates.

8. Privacy / Legal Review Checklist

Give this checklist to the privacy, compliance, or legal reviewer. Auditzo does not provide legal advice.

- [ ] Review observed third-party scripts, pixels, cookies, and domains in the context of GDPR / ePrivacy.
- [ ] Review whether URL, referrer, cookie IDs, client IDs, IP-related metadata, browser/device signals, or interaction signals may be transmitted to third parties.
- [ ] Review session replay, chat widgets, analytics, advertising pixels, and tag managers first.
- [ ] Compare observed vendors and technologies against the privacy policy, cookie notice, and vendor disclosures.
- [ ] Review consent/privacy-choice behavior and whether scripts load before a required user choice.
- [ ] Treat this report as technical evidence for review, not as a legal conclusion.

Priority Vendor Remediation Map

This map translates the highest-priority evidence into implementation review steps for developers, tag manager owners, marketing teams, privacy teams, and legal reviewers.

1. LinkedIn Advertising Ecosystem

Critical

Vendor	LinkedIn Corporation (Microsoft)
Category	Advertising / Marketing Pixel
Owner	Marketing + Developer + Privacy/Legal
Matched Domains	snap.licdn.com, px.ads.linkedin.com, linkedin.com, px4.ads.linkedin.com
First Observed	2.13 sec

Where to check

- Google Tag Manager or tag container
- LinkedIn Insight Tag settings
- CMP consent blocking rules
- LinkedIn cookies such as li_sugr, UserMatchHistory, AnalyticsSyncHistory

Fix direction

Confirm advertising/remarketing pixels are disclosed and blocked until the required consent/privacy-choice condition is met.

Verify after fix

Re-run the Auditzo scan after changes. For stronger proof, compare initial-load behavior with separate Accept/Reject/manual HAR workflows.

Related cookies observed: li_sugr (.linkedin.com), bcookie (.linkedin.com), lidc (.linkedin.com), UserMatchHistory (.linkedin.com), AnalyticsSyncHistory (.linkedin.com), bscookie (.www.linkedin.com)

2. Terminus ABM Ecosystem

Critical

Vendor	XXXXX Inc / Integrate
Category	Advertising / Marketing Pixel
Owner	Marketing/Ops + Developer + Privacy
Matched Domains	wec-assets.terminus.services
First Observed	2.13 sec

Where to check

- Tag manager triggers
- CMP blocking rules
- Marketing pixel configuration
- Cookie and request timing

Fix direction

Confirm advertising/remarketing pixels are disclosed and blocked until the required consent/privacy-choice condition is met.

Verify after fix

Re-run the Auditzo scan after changes. For stronger proof, compare initial-load behavior with separate Accept/Reject/manual HAR workflows.

3. Microsoft Clarity

Critical

Vendor	Microsoft Corporation
Category	Session Replay / Behavior Analytics
Owner	Developer + Privacy/Legal
Matched Domains	clarity.ms, scripts.clarity.ms, z.clarity.ms, c.clarity.ms
First Observed	2.13 sec

Where to check

- Microsoft Clarity script
- Tag trigger conditions
- Masking and sensitive-field exclusions
- Consent/privacy-choice behavior

Fix direction

Review whether session replay loads only when appropriate and confirm masking/sensitive-field exclusions.

Verify after fix

Re-run the Auditzo scan after changes. For stronger proof, compare initial-load behavior with separate Accept/Reject/manual HAR workflows.

Related cookies observed: CLID (www.clarity.ms), _clck (.xxxxx.com), _clsk (.xxxxx.com), SM (.c.clarity.ms), MUID (.clarity.ms), MR (.c.clarity.ms)

4. X / Twitter Advertising Ecosystem

Critical

Vendor	X Corp / Twitter
Category	Advertising / Marketing Pixel
Owner	Marketing + Developer + Privacy/Legal
Matched Domains	static.ads-twitter.com, analytics.twitter.com, t.co, platform.twitter.com
First Observed	2.13 sec

Where to check

- X/Twitter pixel or widget configuration
- Tag manager triggers
- t.co / analytics.twitter.com requests
- X/Twitter advertising cookies such as muc_ads or personalization_id

Fix direction

Confirm advertising/remarketing pixels are disclosed and blocked until the required consent/privacy-choice condition is met.

Verify after fix

Re-run the Auditzo scan after changes. For stronger proof, compare initial-load behavior with separate Accept/Reject/manual HAR workflows.

Related cookies observed: _twpid (.xxxxx.com), _gid (.xxxxx.com), _gat_UA-24031093-1 (.xxxxx.com), _rollup (.xxxxx.com), _rollup_gid (.xxxxx.com), _gat_UA-1886642-16 (.xxxxx.com)

5. Google Ads / DoubleClick Ecosystem

Critical

Vendor	Google LLC
Category	Advertising / Marketing Pixel
Owner	Marketing + Developer + Privacy/Legal
Matched Domains	ad.doubleclick.net, 16011779.fls.doubleclick.net, stats.g.doubleclick.net, adservice.google.com
First Observed	2.65 sec

Where to check

- Google Tag Manager
- Google Ads conversion/remarketing tags
- Consent Mode settings
- DoubleClick/Google Ads cookies and request timing

Fix direction

Confirm advertising/remarketing pixels are disclosed and blocked until the required consent/privacy-choice condition is met.

Verify after fix

Re-run the Auditzo scan after changes. For stronger proof, compare initial-load behavior with separate Accept/Reject/manual HAR workflows.

Related cookies observed: _gcl_au (.xxxxx.com), test_cookie (.doubleclick.net)

6. The Trade Desk / adsrvr Ecosystem

Critical

Vendor	The Trade Desk Inc.
Category	Advertising / Marketing Pixel
Owner	Marketing + Developer + Privacy/Legal

Matched Domains	match.adsrvr.org
First Observed	2.94 sec

Where to check

- Tag manager triggers
- CMP blocking rules
- Marketing pixel configuration
- Cookie and request timing

Fix direction

Confirm advertising/remarketing pixels are disclosed and blocked until the required consent/privacy-choice condition is met.

Verify after fix

Re-run the Auditzo scan after changes. For stronger proof, compare initial-load behavior with separate Accept/Reject/manual HAR workflows.

Related cookies observed: TDID (.adsrvr.org), TDCPM (.adsrvr.org)

7. Microsoft Advertising UET

Critical

Vendor	Microsoft Corporation
Category	Advertising / Marketing Pixel
Owner	Marketing + Developer + Privacy/Legal
Matched Domains	c.bing.com
First Observed	5.10 sec

Where to check

- Tag manager triggers
- CMP blocking rules
- Marketing pixel configuration
- Cookie and request timing

Fix direction

Confirm advertising/remarketing pixels are disclosed and blocked until the required consent/privacy-choice condition is met.

Verify after fix

Re-run the Auditzo scan after changes. For stronger proof, compare initial-load behavior with separate Accept/Reject/manual HAR workflows.

8. Automattic / WordPress.com / Parse.ly Analytics Ecosystem

High

Vendor	Automattic Inc
Category	Web Analytics / Audience Analytics
Owner	Developer + Marketing + Privacy
Matched Domains	pixel.wp.com, cdn.parsely.com, api.parsely.com, p1.parsely.com, stats.wp.com
First Observed	778 ms

Where to check

- Analytics tag configuration
- Client identifier handling
- Consent mode
- Retention and disclosure settings

Fix direction

Review analytics identifiers, consent mode, retention, IP-related settings, and disclosure coverage.

Verify after fix

Re-run the Auditzo scan after changes. For stronger proof, compare initial-load behavior with separate Accept/Reject/manual HAR workflows.

Related cookies observed: _gid (.xxxxx.com), _gat_UA-24031093-1 (.xxxxx.com), _rollup (.xxxxx.com), _rollup_gid (.xxxxx.com), _gat_UA-1886642-16 (.xxxxx.com), _rollup_ga_27BJZ3G7TZ (.xxxxx.com)

9. Salesforce Data / Marketing Ecosystem

High

Vendor	Salesforce Inc
Category	Customer Data Platform
Owner	Marketing/Ops + Developer + Privacy
Matched Domains	cdn.c360a.salesforce.com, mvtdgnbvmjrggyjrmqydky3gmq.c360a.salesforce.com, 1476201.collect.igodigital.com, nova.collect.igodigital.com
First Observed	770 ms

Where to check

- Salesforce Data Cloud / C360A setup
- Marketing Cloud Collect/iGoDigital
- Event routing and audience configuration
- Consent and disclosure mapping

Fix direction

Review visitor identifiers, event routing, audience-building, and downstream data destinations.

Verify after fix

Re-run the Auditzo scan after changes. For stronger proof, compare initial-load behavior with separate Accept/Reject/manual HAR workflows.

Related cookies observed: _sfid_cd01 (.www.xxxxx.com), igodigitaltc2 (.igodigital.com), igodigitalst_1476201 (.igodigital.com), igodigitalstdomain (.igodigital.com)

10. Google Analytics / GA4 Ecosystem

High

Vendor	Google LLC
Category	Web Analytics
Owner	Developer + Marketing + Privacy
Matched Domains	google-analytics.com, analytics.google.com
First Observed	2.13 sec

Where to check

- Analytics tag configuration
- Client identifier handling
- Consent mode
- Retention and disclosure settings

Fix direction

Review analytics identifiers, consent mode, retention, IP-related settings, and disclosure coverage.

Verify after fix

Re-run the Auditzo scan after changes. For stronger proof, compare initial-load behavior with separate Accept/Reject/manual HAR workflows.

Related cookies observed: _gid (.xxxxx.com), _gat_UA-24031093-1 (.xxxxx.com), _rollup (.xxxxx.com), _rollup_gid (.xxxxx.com), _gat_UA-1886642-16 (.xxxxx.com), _rollup_ga_27BJZ3G7TZ (.xxxxx.com)

9. Runtime Metrics Dashboard

This dashboard summarizes what Auditzo observed during the automated browser scan.

Technology Category Distribution

Technology Category	Count	Status
Advertising / Marketing Pixel	6	Observed
Session Replay / Behavior Analytics	1	Observed
Web Analytics / Audience Analytics	1	Observed
Customer Data Platform	1	Observed
Web Analytics	1	Observed
Personalization / Experimentation	1	Observed
Video Embed / Video Analytics	1	Observed
Tag Management	1	Observed
Industry / Business Platform	1	Observed
Accessibility / Functional Widget	1	Observed
Font CDN / Typography Asset Delivery	1	Observed

Cookie Category Distribution

Cookie Category	Count	Status
Personalization / Experimentation	2	Observed
Web Analytics	12	Observed
Advertising / Marketing Pixel	19	Observed
Customer Data Platform	1	Observed
Session Replay / Behavior Analytics	4	Observed
Marketing Automation	5	Observed
Security / Fraud / Bot Protection	3	Observed
Unclassified Cookie	2	Observed

Grouped for readability: Auditzo grouped 33 raw rule-level technology signal(s) into 16 user-facing technology ecosystem(s). This reduces duplicate-looking entries while preserving the underlying rule matches in the report data.

Priority Technology Ecosystems

Sorted for review priority: This table shows scoreable and higher-severity ecosystems first. Observed event count is still shown, but supporting technologies are not placed above critical review items only because they generated more network events.

Technology	Category	Severity	Evidence	First Observed
LinkedIn Advertising Ecosystem LinkedIn Corporation (Microsoft) Grouped 4 related signal(s)	Advertising / Marketing Pixel	Critical	Strong 23 observed event(s)	Immediate load 2.13 sec
Google Ads / DoubleClick Ecosystem Google LLC Grouped 3 related signal(s)	Advertising / Marketing Pixel	Critical	Strong 11 observed event(s)	Immediate load 2.65 sec
Microsoft Clarity Microsoft Corporation	Session Replay / Behavior Analytics	Critical	Strong 9 observed event(s)	Immediate load 2.13 sec
Terminus ABM Ecosystem Terminus Software Inc / Integrate Grouped 2 related signal(s)	Advertising / Marketing Pixel	Critical	Strong 6 observed event(s)	Immediate load 2.13 sec
X / Twitter Advertising Ecosystem X Corp / Twitter Grouped 5 related signal(s)	Advertising / Marketing Pixel	Critical	Moderate 6 observed event(s)	Immediate load 2.13 sec
The Trade Desk / adsrvr Ecosystem The Trade Desk Inc. 1 matched ecosystem signal	Advertising / Marketing Pixel	Critical	Strong 2 observed event(s)	Immediate load 2.94 sec
Microsoft Advertising UET Microsoft Corporation	Advertising / Marketing Pixel	Critical	Moderate 1 observed event(s)	Early page-load 5.10 sec
Google Analytics / GA4 Ecosystem Google LLC Grouped 2 related signal(s)	Web Analytics	High	Strong 9 observed event(s)	Immediate load 2.13 sec
Salesforce Data / Marketing Ecosystem Salesforce Inc Grouped 2 related signal(s)	Customer Data Platform	High	Strong 6 observed event(s)	Immediate load 770 ms
Automattic / WordPress.com / Parse.ly Analytics Ecosystem Automattic Inc Grouped 3 related signal(s)	Web Analytics / Audience Analytics	High	Moderate 5 observed event(s)	Immediate load 778 ms

Technology	Category	Severity	Evidence	First Observed
Google Tag Manager Google LLC	Tag Management	Medium	Strong 4 observed event(s)	Immediate load 1.36 sec
Optimizely Optimizely	Personalization / Experimentation	Medium	Strong 3 observed event(s)	Immediate load 769 ms

10. Priority Findings

These are the most important technical review signals in this report view. They are observations for review, not legal conclusions.

Finding 1: LinkedIn Advertising Ecosystem

Critical

LinkedIn Advertising Ecosystem groups 4 related Auditzo rule match(es), including LinkedIn Insight Tag, LinkedIn Analytics, LinkedIn (Main Domain). It was associated with snap.licdn.com, px.ads.linkedin.com, linkedin.com, px4.ads.linkedin.com.

EVIDENCE STRENGTH	FIRST OBSERVED	OWNER TEAM
Strong	**Immediate load**	**Marketing + Developer + Privacy/Legal**

Category	Advertising / Marketing Pixel
Company / Vendor	LinkedIn Corporation (Microsoft)
Matched Domain(s)	snap.licdn.com, px.ads.linkedin.com, linkedin.com, px4.ads.linkedin.com
Grouped Rule Signals	4 related rule match(es)
Matched URL Samples	23 sample(s) available in report data
First Observed Timestamp	2026-06-09 17:25:27.415Z
First Observed After Scan Start	2.13 sec
Score Impact	25
Framework Signal	Advertising Tracker Initial Load

Grouped signals included:

- LinkedIn Insight Tag — Advertising / Marketing Pixel
  Domains: snap.licdn.com
- LinkedIn Insight Tag — Advertising / Marketing Pixel
  Domains: snap.licdn.com, px.ads.linkedin.com, linkedin.com, px4.ads.linkedin.com
- LinkedIn Analytics — Advertising / Marketing Pixel
  Domains: px.ads.linkedin.com
- LinkedIn (Main Domain) — Advertising / Marketing Pixel
  Domains: px.ads.linkedin.com, linkedin.com, px4.ads.linkedin.com

What this means

Auditzo grouped related rule-level matches into one ecosystem so the report is easier to review. This ecosystem may include multiple scripts, pixels, endpoints, cookies, or sync requests from the same vendor family. Review the ecosystem as a whole, not as separate unrelated findings.

Business impact

This may affect advertising, remarketing, conversion tracking, and privacy-choice review for GDPR / ePrivacy.

Recommended next step

Review LinkedIn Insight Tag, ad pixel, analytics, and identity-sync behavior together. Confirm whether LinkedIn-related tags and cookies are disclosed and controlled by the consent/privacy-choice flow.

Finding 2: Terminus ABM Ecosystem

Critical

Terminus ABM Ecosystem groups 2 related Auditzo rule match(es), including Terminus ABM Platform, Terminus ABM Assets CDN. It was associated with wec-assets.terminus.services.

EVIDENCE STRENGTH	FIRST OBSERVED	OWNER TEAM
Strong	**Immediate load**	**Marketing/Ops + Developer + Privacy**

Category	Advertising / Marketing Pixel
Company / Vendor	Terminus Software Inc / Integrate
Matched Domain(s)	wec-assets.terminus.services
Grouped Rule Signals	2 related rule match(es)
Matched URL Samples	6 sample(s) available in report data
First Observed Timestamp	2026-06-09 17:25:27.415Z
First Observed After Scan Start	2.13 sec
Score Impact	25
Framework Signal	Advertising Tracker Initial Load

Grouped signals included:

- Terminus ABM Platform — Advertising / Marketing Pixel
  Domains: wec-assets.terminus.services
- Terminus ABM Assets CDN — Advertising / Marketing Pixel
  Domains: wec-assets.terminus.services

What this means

Auditzo grouped related rule-level matches into one ecosystem so the report is easier to review. This ecosystem may include multiple scripts, pixels, endpoints, cookies, or sync requests from the same vendor family. Review the ecosystem as a whole, not as separate unrelated findings.

Business impact

This may affect advertising, remarketing, conversion tracking, and privacy-choice review for GDPR / ePrivacy.

Recommended next step

Review Terminus ABM scripts, asset CDN requests, identity/account-matching behavior, and campaign disclosures together.

Finding 3: Microsoft Clarity

Critical

Microsoft Clarity was observed during the automated browser scan. Auditzo classified it as Session Replay / Behavior Analytics. It was associated with clarity.ms, scripts.clarity.ms, z.clarity.ms, c.clarity.ms.

EVIDENCE STRENGTH	FIRST OBSERVED	OWNER TEAM
Strong	**Immediate load**	**Developer + Privacy/Legal**

Category	Session Replay / Behavior Analytics
Company / Vendor	Microsoft Corporation
Matched Domain(s)	clarity.ms, scripts.clarity.ms, z.clarity.ms, c.clarity.ms
Grouped Rule Signals	Single rule match
Matched URL Samples	5 sample(s) available in report data
First Observed Timestamp	2026-06-09 17:25:27.415Z
First Observed After Scan Start	2.13 sec
Score Impact	25
Framework Signal	Session Replay Initial Load

What this means

Session replay or behavior analytics technology observed during initial page load may require urgent consent and privacy review. This is a GDPR / ePrivacy technical review signal, not a legal conclusion.

Business impact

This may affect user-behavior recording review, sensitive-field masking, vendor disclosure, and consent/choice review for GDPR / ePrivacy.

Recommended next step

Review session replay configuration, masking rules, sensitive fields, consent/choice handling, and vendor disclosures.

Finding 4: X / Twitter Advertising Ecosystem

Critical

X / Twitter Advertising Ecosystem groups 5 related Auditzo rule match(es), including Twitter / X Pixel, X / Twitter Pixel, Twitter / X Pixel (t.co), Twitter / X Analytics, and related signals. It was associated with static.ads-twitter.com, analytics.twitter.com, t.co, platform.twitter.com.

EVIDENCE STRENGTH	FIRST OBSERVED	OWNER TEAM
Moderate	**Immediate load**	**Marketing + Developer + Privacy/Legal**

Category	Advertising / Marketing Pixel
Company / Vendor	X Corp / Twitter
Matched Domain(s)	static.ads-twitter.com, analytics.twitter.com, t.co, platform.twitter.com
Grouped Rule Signals	5 related rule match(es)
Matched URL Samples	6 sample(s) available in report data
First Observed Timestamp	2026-06-09 17:25:27.415Z
First Observed After Scan Start	2.13 sec
Score Impact	25
Framework Signal	Advertising Tracker Initial Load

Grouped signals included:

- Twitter / X Pixel — Advertising / Marketing Pixel
  Domains: static.ads-twitter.com
- X / Twitter Pixel — Advertising / Marketing Pixel
  Domains: static.ads-twitter.com, analytics.twitter.com
- Twitter / X Pixel (t.co) — Advertising / Marketing Pixel
  Domains: t.co
- Twitter / X Analytics — Advertising / Marketing Pixel
  Domains: analytics.twitter.com
- Twitter / X Widget — Unclassified Third-Party Technology
  Domains: platform.twitter.com

What this means

Auditzo grouped related rule-level matches into one ecosystem so the report is easier to review. This ecosystem may include multiple scripts, pixels, endpoints, cookies, or sync requests from the same vendor family. Review the ecosystem as a whole, not as separate unrelated findings.

Business impact

This may affect advertising, remarketing, conversion tracking, and privacy-choice review for GDPR / ePrivacy.

Recommended next step

Review X/Twitter pixel, analytics, t.co, and advertising cookie behavior together. Confirm disclosure and consent/privacy-choice handling.

Finding 5: Google Ads / DoubleClick Ecosystem

Critical

Google Ads / DoubleClick Ecosystem groups 3 related Auditzo rule match(es), including Google DoubleClick, Google Ads Conversion / Remarketing, Google AdService. It was associated with ad.doubleclick.net, 16011779.fls.doubleclick.net, stats.g.doubleclick.net, adservice.google.com.

EVIDENCE STRENGTH	FIRST OBSERVED	OWNER TEAM
Strong	**Immediate load**	**Marketing + Developer + Privacy/Legal**

Category	Advertising / Marketing Pixel
Company / Vendor	Google LLC
Matched Domain(s)	ad.doubleclick.net, 16011779.fls.doubleclick.net, stats.g.doubleclick.net, adservice.google.com
Grouped Rule Signals	3 related rule match(es)
Matched URL Samples	11 sample(s) available in report data
First Observed Timestamp	2026-06-09 17:25:27.935Z
First Observed After Scan Start	2.65 sec
Score Impact	25
Framework Signal	Advertising Tracker Initial Load

Grouped signals included:

- Google DoubleClick — Advertising / Marketing Pixel
  Domains: ad.doubleclick.net, 16011779.fls.doubleclick.net, stats.g.doubleclick.net
- Google Ads Conversion / Remarketing — Advertising / Marketing Pixel
  Domains: ad.doubleclick.net, 16011779.fls.doubleclick.net, stats.g.doubleclick.net
- Google AdService — Advertising / Marketing Pixel
  Domains: adservice.google.com

What this means

Auditzo grouped related rule-level matches into one ecosystem so the report is easier to review. This ecosystem may include multiple scripts, pixels, endpoints, cookies, or sync requests from the same vendor family. Review the ecosystem as a whole, not as separate unrelated findings.

Business impact

This may affect advertising, remarketing, conversion tracking, and privacy-choice review for GDPR / ePrivacy.

Recommended next step

Review Google Ads, DoubleClick, conversion/remarketing, and related click/conversion cookies together. Confirm consent mode, tag triggers, and disclosure coverage.

Finding 6: The Trade Desk / adsrvr Ecosystem

Critical

The Trade Desk / adsrvr Ecosystem was observed as a named vendor ecosystem from The Trade Desk / adsrvr.org. It was associated with match.adsrvr.org.

EVIDENCE STRENGTH	FIRST OBSERVED	OWNER TEAM
Strong	**Immediate load**	**Marketing + Developer + Privacy/Legal**

Category	Advertising / Marketing Pixel
Company / Vendor	The Trade Desk Inc.
Matched Domain(s)	match.adsrvr.org
Grouped Rule Signals	1 matched ecosystem signal
Matched URL Samples	2 sample(s) available in report data
First Observed Timestamp	2026-06-09 17:25:28.228Z
First Observed After Scan Start	2.94 sec
Score Impact	25
Framework Signal	Advertising Tracker Initial Load

Grouped signals included:

- The Trade Desk / adsrvr.org — Advertising / Marketing Pixel
  Domains: match.adsrvr.org

What this means

Auditzo shows this as a named vendor ecosystem even though only one rule-level signal was matched in this scan. Review the vendor behavior, related cookies, and consent/privacy-choice handling in context.

Business impact

This may affect advertising, remarketing, conversion tracking, and privacy-choice review for GDPR / ePrivacy.

Recommended next step

Review The Trade Desk/adsrvr cookie matching, advertising identifiers, and related programmatic advertising disclosures together.

Finding 7: Microsoft Advertising UET

Critical

Microsoft Advertising UET was observed during the automated browser scan. Auditzo classified it as Advertising / Marketing Pixel. It was associated with c.bing.com.

EVIDENCE STRENGTH	FIRST OBSERVED	OWNER TEAM
Moderate	**Early page-load**	**Marketing + Developer + Privacy/Legal**

Category	Advertising / Marketing Pixel
Company / Vendor	Microsoft Corporation
Matched Domain(s)	c.bing.com
Grouped Rule Signals	Single rule match
Matched URL Samples	1 sample(s) available in report data
First Observed Timestamp	2026-06-09 17:25:30.383Z
First Observed After Scan Start	5.10 sec

Score Impact	25
Framework Signal	Advertising Tracker Initial Load

What this means

Advertising technology observed during initial page load may require consent and tracker review under GDPR/ePrivacy-style requirements. This is a GDPR / ePrivacy technical review signal, not a legal conclusion.

Business impact

This may affect advertising, remarketing, conversion tracking, and privacy-choice review for GDPR / ePrivacy.

Recommended next step

Review whether advertising or marketing tags are properly disclosed and controlled by the site's consent or privacy-choice flow.

Finding 8: Automattic / WordPress.com / Parse.ly Analytics Ecosystem

High

Automattic / WordPress.com / Parse.ly Analytics Ecosystem groups 3 related Auditzo rule match(es), including WordPress.com Stats (pixel), Parse.ly, WordPress.com / Jetpack Stats. It was associated with pixel.wp.com, cdn.parsely.com, api.parsely.com, p1.parsely.com, stats.wp.com.

EVIDENCE STRENGTH	FIRST OBSERVED	OWNER TEAM
Moderate	**Immediate load**	**Developer + Marketing + Privacy**

Category	Web Analytics / Audience Analytics
Company / Vendor	Automattic Inc
Matched Domain(s)	pixel.wp.com, cdn.parsely.com, api.parsely.com, p1.parsely.com, stats.wp.com
Grouped Rule Signals	3 related rule match(es)
Matched URL Samples	5 sample(s) available in report data
First Observed Timestamp	2026-06-09 17:25:26.065Z
First Observed After Scan Start	778 ms
Score Impact	12
Framework Signal	Advertising Tracker Initial Load

Grouped signals included:

- WordPress.com Stats (pixel) — Advertising / Marketing Pixel
  Domains: pixel.wp.com
- Parse.ly — Web Analytics
  Domains: cdn.parsely.com, api.parsely.com, p1.parsely.com
- WordPress.com / Jetpack Stats — Web Analytics
  Domains: stats.wp.com

What this means

Auditzo grouped related rule-level matches into one ecosystem so the report is easier to review. This ecosystem may include multiple scripts, pixels, endpoints, cookies, or sync requests from the same vendor family. Review the ecosystem as a whole, not as separate unrelated findings.

Business impact

This may affect advertising, remarketing, conversion tracking, and privacy-choice review for GDPR / ePrivacy.

Recommended next step

Review WordPress.com/Jetpack Stats, Parse.ly, pixel requests, audience analytics cookies, and disclosure/consent handling together.

Finding 9: Salesforce Data / Marketing Ecosystem

High

Salesforce Data / Marketing Ecosystem groups 2 related Auditzo rule match(es), including Salesforce Data Cloud (C360A), Salesforce Marketing Cloud Collect (iGoDigital). It was associated with cdn.c360a.salesforce.com, mvtdgnbvmjrggyjrmqydky3gmq.c360a.salesforce.com, 1476201.collect.igodigital.com, nova.collect.igodigital.com.

EVIDENCE STRENGTH	FIRST OBSERVED	OWNER TEAM
Strong	**Immediate load**	**Marketing/Ops + Developer + Privacy**

Category	Customer Data Platform
Company / Vendor	Salesforce Inc
Matched Domain(s)	cdn.c360a.salesforce.com, mvtdgnbvmjrggyjrmqydky3gmq.c360a.salesforce.com, 1476201.collect.igodigital.com, nova.collect.igodigital.com
Grouped Rule Signals	2 related rule match(es)
Matched URL Samples	6 sample(s) available in report data
First Observed Timestamp	2026-06-09 17:25:26.057Z
First Observed After Scan Start	770 ms
Score Impact	12
Framework Signal	Cdp Initial Load

Grouped signals included:

- Salesforce Data Cloud (C360A) — Customer Data Platform
  Domains: cdn.c360a.salesforce.com, mvtdgnbvmjrggyjrmqydky3gmq.c360a.salesforce.com
- Salesforce Marketing Cloud Collect (iGoDigital) — Marketing Automation
  Domains: 1476201.collect.igodigital.com, nova.collect.igodigital.com

What this means

Auditzo grouped related rule-level matches into one ecosystem so the report is easier to review. This ecosystem may include multiple scripts, pixels, endpoints, cookies, or sync requests from the same vendor family. Review the ecosystem as a whole, not as separate unrelated findings.

Business impact

This may affect visitor identification, audience building, event routing, and third-party data-sharing review.

Recommended next step

Review Salesforce Data Cloud, Marketing Cloud Collect/iGoDigital, visitor identifiers, event routing, and audience/data-sharing configuration together.

Finding 10: Google Analytics / GA4 Ecosystem

High

Google Analytics / GA4 Ecosystem groups 2 related Auditzo rule match(es), including Google Analytics / GA4, Google Analytics 4. It was associated with google-analytics.com, analytics.google.com.

EVIDENCE STRENGTH	FIRST OBSERVED	OWNER TEAM
Strong	**Immediate load**	**Developer + Marketing + Privacy**

Category	Web Analytics
Company / Vendor	Google LLC
Matched Domain(s)	google-analytics.com, analytics.google.com
Grouped Rule Signals	2 related rule match(es)
Matched URL Samples	9 sample(s) available in report data
First Observed Timestamp	2026-06-09 17:25:27.412Z
First Observed After Scan Start	2.13 sec
Score Impact	12
Framework Signal	Analytics Initial Load

Grouped signals included:

- Google Analytics / GA4 — Web Analytics
  Domains: google-analytics.com, analytics.google.com
- Google Analytics 4 — Customer Data Platform
  Domains: analytics.google.com

What this means

Auditzo grouped related rule-level matches into one ecosystem so the report is easier to review. This ecosystem may include multiple scripts, pixels, endpoints, cookies, or sync requests from the same vendor family. Review the ecosystem as a whole, not as separate unrelated findings.

Business impact

This may affect analytics cookie, visitor identifier, measurement, and disclosure review for GDPR / ePrivacy.

Recommended next step

Review GA4/Google Analytics configuration, client identifiers, consent mode, IP-related settings, retention, and privacy disclosures together.

TECHNICAL EVIDENCE APPENDIX

Evidence, Classifications & Audit Trail

The main report above is designed for decision-makers and implementation teams. The following sections provide screenshot context, classification tables, request-level evidence, artifact integrity, framework context, and document control details.

How to use this appendix: Developers can use the classification tables, request-level evidence appendix, artifact hashes, and timing details for remediation planning. Privacy/legal reviewers can use the framework context, limitations, and audit trail. This is technical evidence, not a legal conclusion.

11. Rendered Page Snapshot

Screenshots show the rendered page context captured during the scan. They are context evidence, not proof of network transmission by themselves.

Screenshot note: Screenshots are context evidence. They show the rendered page state during the scan but do not, by themselves, prove network transmission.

Initial viewport screenshot

Shows the visible page state shortly after page load began.



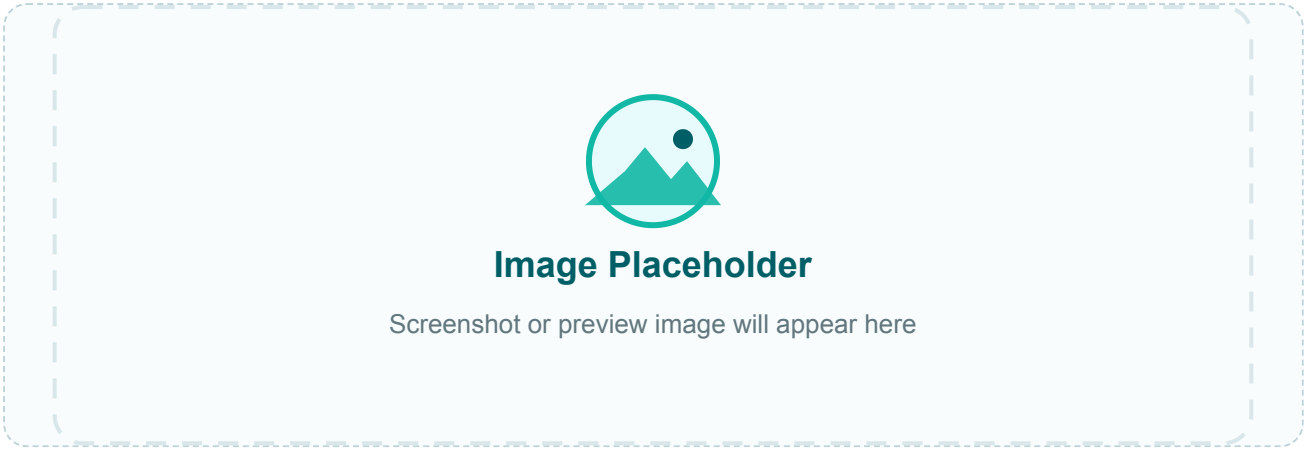
Image Placeholder

Screenshot or preview image will appear here

Filename	screenshot-initial.png
Embedded In HTML	Yes
Captured At	2026-06-09 17:25:29.601Z
Full Page	No
Size	295.2 KB

Final viewport screenshot

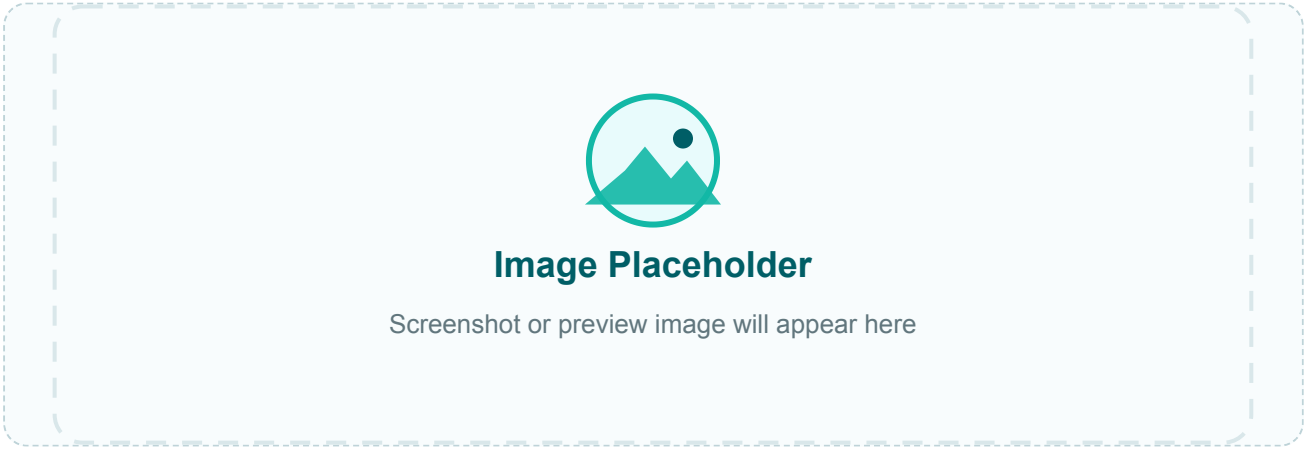
Shows the visible page state at the end of the observation window.



Filename	screenshot-final.png
Embedded In HTML	Yes
Captured At	2026-06-09 17:25:45.334Z
Full Page	No
Size	296.4 KB

Full-page screenshot

Shows the rendered page context where full-page capture was possible.



Filename	screenshot-fullpage.png
Embedded In HTML	Yes
Captured At	2026-06-09 17:25:45.558Z
Full Page	Yes
Size	768.6 KB

12. Technology Classification

Known technologies matched by Auditzo rules. Supporting/security/contextual technologies are not automatic risk findings.

Grouped for readability: Auditzo grouped 33 raw rule-level technology signal(s) into 16 user-facing technology ecosystem(s). This reduces duplicate-looking entries while preserving the underlying rule matches in the report data.

Technology	Category	Severity	Evidence	Owner	Matched Domains
LinkedIn Advertising Ecosystem LinkedIn Corporation (Microsoft) Grouped 4 related signal(s)	Advertising / Marketing Pixel	Critical Score: 25	Strong Immediate load	Marketing + Developer + Privacy/Legal	snap.licdn.com, px.ads.linkedin.com, linkedin.com, px4.ads.linkedin.com
Terminus ABM Ecosystem Terminus Software Inc / Integrate Grouped 2 related signal(s)	Advertising / Marketing Pixel	Critical Score: 25	Strong Immediate load	Marketing/Ops + Developer + Privacy	wec-assets.terminus.services
Microsoft Clarity Microsoft Corporation	Session Replay / Behavior Analytics	Critical Score: 25	Strong Immediate load	Developer + Privacy/Legal	clarity.ms, scripts.clarity.ms, z.clarity.ms, c.clarity.ms
X / Twitter Advertising Ecosystem X Corp / Twitter Grouped 5 related signal(s)	Advertising / Marketing Pixel	Critical Score: 25	Moderate Immediate load	Marketing + Developer + Privacy/Legal	static.ads-twitter.com, analytics.twitter.com, t.co, platform.twitter.com
Google Ads / DoubleClick Ecosystem Google LLC Grouped 3 related signal(s)	Advertising / Marketing Pixel	Critical Score: 25	Strong Immediate load	Marketing + Developer + Privacy/Legal	ad.doubleclick.net, 16011779.fls.doubleclick.net, stats.g.doubleclick.net, adservice.google.com
The Trade Desk / adsrvr Ecosystem The Trade Desk Inc. 1 matched ecosystem signal	Advertising / Marketing Pixel	Critical Score: 25	Strong Immediate load	Marketing + Developer + Privacy/Legal	match.adsrvr.org
Microsoft Advertising UET Microsoft Corporation	Advertising / Marketing Pixel	Critical Score: 25	Moderate Early page-load	Marketing + Developer + Privacy/Legal	c.bing.com

Technology	Category	Severity	Evidence	Owner	Matched Domains
Automattic / WordPress.com / Parse.ly Analytics Ecosystem Automattic Inc Grouped 3 related signal(s)	Web Analytics / Audience Analytics	High Score: 12	Moderate Immediate load	Developer + Marketing + Privacy	pixel.wp.com, cdn.parsely.com, api.parsely.com, p1.parsely.com, stats.wp.com
Salesforce Data / Marketing Ecosystem Salesforce Inc Grouped 2 related signal(s)	Customer Data Platform	High Score: 12	Strong Immediate load	Marketing/Ops + Developer + Privacy	cdn.c360a.salesforce.com, mvtdgnbvmjrggyjrmqydky3gmq.c360a.salesforce.com, 1476201.collect.igodigital.com, nova.collect.igodigital.com
Google Analytics / GA4 Ecosystem Google LLC Grouped 2 related signal(s)	Web Analytics	High Score: 12	Strong Immediate load	Developer + Marketing + Privacy	google-analytics.com, analytics.google.com
Optimizely Optimizely	Personalization / Experimentation	Medium Score: 6	Strong Immediate load	Website Owner + Developer + Privacy/Legal	cdn.optimizely.com, a10829270344.cdn.optimizely.com, logx.optimizely.com
Vidyard Video Ecosystem Vidyard Inc Grouped 2 related signal(s)	Video Embed / Video Analytics	Medium Score: 6	Moderate Immediate load	Website Owner + Developer + Privacy/Legal	play.vidyard.com
Google Tag Manager Google LLC	Tag Management	Medium Score: 6	Strong Immediate load	Developer + Marketing	googletagmanager.com
DealerTrack / Cox Automotive Platform Cox Automotive Inc 1 matched ecosystem signal	Industry / Business Platform	Low Score: 0	Strong Immediate load	Business/Ops + Developer + Privacy	us.dealertrack.com
AudioEye Accessibility Ecosystem AudioEye Inc Grouped 2 related signal(s)	Accessibility / Functional Widget	Low Score: 0	Strong Early page-load	Website Owner + Developer + Accessibility/Privacy	ws.audioeye.com, wsv3cdn.audioeye.com, analytics.audioeye.com

Technology	Category	Severity	Evidence	Owner	Matched Domains
Adobe Fonts / Typekit Ecosystem Adobe Inc Grouped 2 related signal(s)	Font CDN / Typography Asset Delivery	Info Score: 0	Strong Immediate load	Developer + Privacy	use.typekit.net, p.typekit.net

13. Cookie Classification

Cookies observed during the browser scan and classified by current Auditzo cookie rules.

Cookie	Domain	Category	Vendor	Severity	Known
optimizelyEndUserId optimizelyEndUserId was observed on .xxxxx.com and classified as Personalization / Experimentation by Optimizely.	.xxxxx.com	Personalization / Experimentation	Optimizely	Medium	Yes
_parsely_session _parsely_session was observed on .xxxxx.com and classified as Web Analytics by Parse.ly / Automattic.	.xxxxx.com	Web Analytics	Parse.ly / Automattic	Medium	Yes
_parsely_visitor _parsely_visitor was observed on .xxxxx.com and classified as Web Analytics by Parse.ly / Automattic.	.xxxxx.com	Web Analytics	Parse.ly / Automattic	Medium	Yes
_gcl_au _gcl_au was observed on .xxxxx.com and classified as Advertising / Marketing Pixel by Google Ads / Google Marketing Platform.	.xxxxx.com	Advertising / Marketing Pixel	Google Ads / Google Marketing Platform	High	Yes

Cookie	Domain	Category	Vendor	Severity	Known
InferredUTMsForGravityForms InferredUTMsForGravityForms was observed on www.xxxxx.com and classified as Web Analytics by Gravity Forms / First-Party Attribution.	www.xxxxx.com	Web Analytics	Gravity Forms / First-Party Attribution	Medium	Yes
https://xxxxx.com_oeu1781025926572r0.3190691080450545$$19574744407$$session_state https://xxxxx.com_oeu1781025926572r0.3190691080450545$$19574744407$$session_state was observed on a10829270344.cdn.optimizely.com and classified as Personalization / Experimentation by Optimizely.	a10829270344.cdn.optimizely.com	Personalization / Experimentation	Optimizely	Medium	Yes
_sfid_cd01 _sfid_cd01 was observed on .www.xxxxx.com and classified as Customer Data Platform by Salesforce Data Cloud.	.www.xxxxx.com	Customer Data Platform	Salesforce Data Cloud	High	Yes
_twpid _twpid was observed on .xxxxx.com and classified as Advertising / Marketing Pixel by X / Twitter.	.xxxxx.com	Advertising / Marketing Pixel	X / Twitter	High	Yes
CLID CLID was observed on www.clarity.ms and classified as Session Replay / Behavior Analytics by Microsoft Clarity.	www.clarity.ms	Session Replay / Behavior Analytics	Microsoft Clarity	High	Yes

Cookie	Domain	Category	Vendor	Severity	Known
igodigitaltc2 igodigitaltc2 was observed on .igodigital.com and classified as Marketing Automation by Salesforce Marketing Cloud / iGoDigital.	.igodigital.com	Marketing Automation	Salesforce Marketing Cloud / iGoDigital	Medium	Yes
igodigitalst_1476201 igodigitalst_1476201 was observed on .igodigital.com and classified as Marketing Automation by Salesforce Marketing Cloud / iGoDigital.	.igodigital.com	Marketing Automation	Salesforce Marketing Cloud / iGoDigital	Medium	Yes
igodigitalstdomain igodigitalstdomain was observed on .igodigital.com and classified as Marketing Automation by Salesforce Marketing Cloud / iGoDigital.	.igodigital.com	Marketing Automation	Salesforce Marketing Cloud / iGoDigital	Medium	Yes
_gid _gid was observed on .xxxxx.com and classified as Web Analytics by Google Analytics.	.xxxxx.com	Web Analytics	Google Analytics	Medium	Yes
_gat_UA-24031093-1 _gat_UA-24031093-1 was observed on .xxxxx.com and classified as Web Analytics by Google Analytics.	.xxxxx.com	Web Analytics	Google Analytics	Medium	Yes
_rollup _rollup was observed on .xxxxx.com and classified as Web Analytics by Google Analytics / Custom Analytics Rollup.	.xxxxx.com	Web Analytics	Google Analytics / Custom Analytics Rollup	Medium	Yes

Cookie	Domain	Category	Vendor	Severity	Known
_rollup_gid _rollup_gid was observed on .xxxxx.com and classified as Web Analytics by Google Analytics / Custom Analytics Rollup.	.xxxxx.com	Web Analytics	Google Analytics / Custom Analytics Rollup	Medium	Yes
_gat_UA-1886642-16 _gat_UA-1886642-16 was observed on .xxxxx.com and classified as Web Analytics by Google Analytics.	.xxxxx.com	Web Analytics	Google Analytics	Medium	Yes
muc_ads muc_ads was observed on .t.co and classified as Advertising / Marketing Pixel by X / Twitter.	.t.co	Advertising / Marketing Pixel	X / Twitter	High	Yes
__cf_bm __cf_bm was observed on .t.co and classified as Security / Fraud / Bot Protection by Cloudflare.	.t.co	Security / Fraud / Bot Protection	Cloudflare	Info	Yes
d-a8e6 d-a8e6 was observed on www.xxxxx.com and classified as Unclassified Cookie by Unknown / Needs Review.	www.xxxxx.com	Unclassified Cookie	Unknown / Needs Review	Medium	No
s-9da4 s-9da4 was observed on www.xxxxx.com and classified as Unclassified Cookie by Unknown / Needs Review.	www.xxxxx.com	Unclassified Cookie	Unknown / Needs Review	Medium	No
personalization_id personalization_id was observed on .twitter.com and classified as Advertising / Marketing Pixel by X / Twitter.	.twitter.com	Advertising / Marketing Pixel	X / Twitter	High	Yes

Cookie	Domain	Category	Vendor	Severity	Known
__cf_bm __cf_bm was observed on .twitter.com and classified as Security / Fraud / Bot Protection by Cloudflare.	.twitter.com	Security / Fraud / Bot Protection	Cloudflare	Info	Yes
test_cookie test_cookie was observed on .doubleclick.net and classified as Advertising / Marketing Pixel by Google Ads / DoubleClick.	.doubleclick.net	Advertising / Marketing Pixel	Google Ads / DoubleClick	High	Yes
li_sugr li_sugr was observed on .linkedin.com and classified as Advertising / Marketing Pixel by LinkedIn.	.linkedin.com	Advertising / Marketing Pixel	LinkedIn	High	Yes
bcookie bcookie was observed on .linkedin.com and classified as Advertising / Marketing Pixel by LinkedIn.	.linkedin.com	Advertising / Marketing Pixel	LinkedIn	High	Yes
lidc lidc was observed on .linkedin.com and classified as Advertising / Marketing Pixel by LinkedIn.	.linkedin.com	Advertising / Marketing Pixel	LinkedIn	High	Yes
_clck _clck was observed on .xxxxx.com and classified as Session Replay / Behavior Analytics by Microsoft Clarity.	.xxxxx.com	Session Replay / Behavior Analytics	Microsoft Clarity	High	Yes
TDID TDID was observed on .adsrvr.org and classified as Advertising / Marketing Pixel by The Trade Desk / adsrvr.org.	.adsrvr.org	Advertising / Marketing Pixel	The Trade Desk / adsrvr.org	High	Yes

Cookie	Domain	Category	Vendor	Severity	Known
_rollup_ga_27BJZ3G7TZ _rollup_ga_27BJZ3G7TZ was observed on .xxxxx.com and classified as Web Analytics by Google Analytics / Custom Analytics Rollup.	.xxxxx.com	Web Analytics	Google Analytics / Custom Analytics Rollup	Medium	Yes
UserMatchHistory UserMatchHistory was observed on .linkedin.com and classified as Advertising / Marketing Pixel by LinkedIn.	.linkedin.com	Advertising / Marketing Pixel	LinkedIn	High	Yes
AnalyticsSyncHistory AnalyticsSyncHistory was observed on .linkedin.com and classified as Advertising / Marketing Pixel by LinkedIn.	.linkedin.com	Advertising / Marketing Pixel	LinkedIn	High	Yes
TDCPM TDCPM was observed on .adsrvr.org and classified as Advertising / Marketing Pixel by The Trade Desk / adsrvr.org.	.adsrvr.org	Advertising / Marketing Pixel	The Trade Desk / adsrvr.org	High	Yes
bscookie bscookie was observed on .www.linkedin.com and classified as Advertising / Marketing Pixel by LinkedIn.	.www.linkedin.com	Advertising / Marketing Pixel	LinkedIn	High	Yes
_clsk _clsk was observed on .xxxxx.com and classified as Session Replay / Behavior Analytics by Microsoft Clarity.	.xxxxx.com	Session Replay / Behavior Analytics	Microsoft Clarity	High	Yes

Cookie	Domain	Category	Vendor	Severity	Known
_ga_43MV7Y8VP2 _ga_43MV7Y8VP2 was observed on .xxxxx.com and classified as Web Analytics by Google Analytics.	.xxxxx.com	Web Analytics	Google Analytics	Medium	Yes
_ga _ga was observed on .xxxxx.com and classified as Web Analytics by Google Analytics.	.xxxxx.com	Web Analytics	Google Analytics	Medium	Yes
_ga_4JFQRH7NYT _ga_4JFQRH7NYT was observed on .xxxxx.com and classified as Web Analytics by Google Analytics.	.xxxxx.com	Web Analytics	Google Analytics	Medium	Yes
coxmkt coxmkt was observed on www.xxxxx.com and classified as Marketing Automation by Cox Automotive / Dealer.com / DealerTrack.	www.xxxxx.com	Marketing Automation	Cox Automotive / Dealer.com / DealerTrack	Medium	Yes
coxamt coxamt was observed on .us.dealertrack.com and classified as Marketing Automation by Cox Automotive / Dealer.com / DealerTrack.	.us.dealertrack.com	Marketing Automation	Cox Automotive / Dealer.com / DealerTrack	Medium	Yes
__cf_bm __cf_bm was observed on .linkedin.com and classified as Security / Fraud / Bot Protection by Cloudflare.	.linkedin.com	Security / Fraud / Bot Protection	Cloudflare	Info	Yes

Cookie	Domain	Category	Vendor	Severity	Known
MUID MUID was observed on .bing.com and classified as Advertising / Marketing Pixel by Microsoft Ads.	.bing.com	Advertising / Marketing Pixel	Microsoft Ads	High	Yes
MR MR was observed on .c.bing.com and classified as Advertising / Marketing Pixel by Microsoft Advertising / Bing.	.c.bing.com	Advertising / Marketing Pixel	Microsoft Advertising / Bing	High	Yes
SRM_B SRM_B was observed on .c.bing.com and classified as Advertising / Marketing Pixel by Microsoft Advertising / Bing.	.c.bing.com	Advertising / Marketing Pixel	Microsoft Advertising / Bing	High	Yes
SM SM was observed on .c.clarity.ms and classified as Session Replay / Behavior Analytics by Microsoft Clarity / Bing.	.c.clarity.ms	Session Replay / Behavior Analytics	Microsoft Clarity / Bing	High	Yes
MUID MUID was observed on .clarity.ms and classified as Advertising / Marketing Pixel by Microsoft Ads.	.clarity.ms	Advertising / Marketing Pixel	Microsoft Ads	High	Yes
MR MR was observed on .c.clarity.ms and classified as Advertising / Marketing Pixel by Microsoft Advertising / Bing.	.c.clarity.ms	Advertising / Marketing Pixel	Microsoft Advertising / Bing	High	Yes

Cookie	Domain	Category	Vendor	Severity	Known
ANONCHK ANONCHK was observed on .c.clarity.ms and classified as Advertising / Marketing Pixel by Microsoft Advertising / Bing.	.c.clarity.ms	Advertising / Marketing Pixel	Microsoft Advertising / Bing	High	Yes

14. Unclassified Third-Party Domains

These are third-party domains observed during the scan but not yet classified by current Auditzo tracker rules. They are review queue items, not confirmed tracker findings.

UNCLASSIFIED DOMAINS

1

DETAILS VISIBILITY

Full Details Included

Domain	Root Domain	Resource Types	Seen Count	Reason
google.co.in	co.in	image	1	This third-party domain was observed during the scan but did not match current Auditzo tracker rules. It should be reviewed before being classified as a known technology.

15. Request-Level Evidence Appendix

Matched request URLs are extracted from the browser-observed network evidence and mapped to Auditzo rule matches. They are technical evidence for remediation and review, not legal conclusions.

Evidence 1: LinkedIn Advertising Ecosystem (Advertising / Marketing Pixel)

Severity	Critical
Evidence Strength	Strong
First Observed	2026-06-09 17:25:27.415Z (2.13 sec after scan start)
Timing Bucket	Immediate load
Matched Domains	snap.licdn.com, px.ads.linkedin.com, linkedin.com, px4.ads.linkedin.com
Resource Types	script, xhr, image, fetch
Framework Signal	Advertising Tracker Initial Load

```
https://snap.licdn.com/li.lms-analytics/insight.min.js
https://snap.licdn.com/li.lms-analytics/insight.old.min.js
```

Evidence 2: Terminus ABM Ecosystem (Advertising / Marketing Pixel)

Severity	Critical
Evidence Strength	Strong
First Observed	2026-06-09 17:25:27.415Z (2.13 sec after scan start)
Timing Bucket	Immediate load
Matched Domains	wec-assets.terminus.services
Resource Types	script, image
Framework Signal	Advertising Tracker Initial Load

```
https://wec-assets.terminus.services/1ed6ffc5-0510-4b6e-b9e9-bcc27eaeac8d/t.js
https://wec-assets.terminus.services/1ed6ffc5-0510-4b6e-b9e9-bcc27eaeac8d/t.gif?d=f1f42111-45cd-435f-b254-7878dbe16119&s=070aa075-03c3-4a0f-9538-6dac64873889&p=https%3A%2F%2Fwww.xxxxx.com%2F&cb=1781025928222&t=Automotive%20Digital%20Marketing%20Solutions%20%7C%20Dealer.com&r=&e=page_viewed&u=97e18ea3-dfa0-4cc0-9c40-711ca05d9903-1781025928222
https://wec-assets.terminus.services/s.gif?d=1ed6ffc5-0510-4b6e-b9e9-bcc27eaeac8d|f1f42111-45cd-435f-b254-7878dbe16119&t=878bf791-318b-4580-adef-77584ba6ac44
```

Evidence 3: Microsoft Clarity (Session Replay / Behavior Analytics)

Severity	Critical
Evidence Strength	Strong
First Observed	2026-06-09 17:25:27.415Z (2.13 sec after scan start)
Timing Bucket	Immediate load
Matched Domains	clarity.ms, scripts.clarity.ms, z.clarity.ms, c.clarity.ms
Resource Types	script, xhr, image
Framework Signal	Session Replay Initial Load

```
https://www.clarity.ms/tag/lgolmw35xs?ref=gtm2
https://scripts.clarity.ms/0.8.65/clarity.js
https://z.clarity.ms/collect
https://c.clarity.ms/c.gif
https://c.clarity.ms/c.gif?ctsa=mr&CtsSyncId=B6FE0F436C704CEBBB614E802808CE29&MUID=318174BA49536D7310C363C9483E6CCB
```

Evidence 4: X / Twitter Advertising Ecosystem (Advertising / Marketing Pixel)

Severity	Critical
Evidence Strength	Moderate
First Observed	2026-06-09 17:25:27.415Z (2.13 sec after scan start)
Timing Bucket	Immediate load
Matched Domains	static.ads-twitter.com, analytics.twitter.com, t.co, platform.twitter.com
Resource Types	script, image
Framework Signal	Advertising Tracker Initial Load

```
https://static.ads-twitter.com/oct.js
```

Evidence 5: Google Ads / DoubleClick Ecosystem (Advertising / Marketing Pixel)

Severity	Critical
Evidence Strength	Strong
First Observed	2026-06-09 17:25:27.935Z (2.65 sec after scan start)
Timing Bucket	Immediate load
Matched Domains	ad.doubleclick.net, 16011779.fls.doubleclick.net, stats.g.doubleclick.net, adservice.google.com
Resource Types	fetch, document, ping, image
Framework Signal	Advertising Tracker Initial Load

```
https://ad.doubleclick.net/activity;src=16011779;type=audie0;cat=flood0;rcb=17;ord=4921475113480;npa=0;auiddc=1235936693.1781025927;uaa=x86;uab=64;uafvl=Chromium%3B148.0.7778.96%7CHeadlessChrome%3B148.0.7778.96%7CNot%252FA)Brand%3B99.0.0.0;uamb=0;uam=;uap=Windows;uapv=10.0;uaw=0;pscdl=noapi;frm=0;_tu=KFA;gtm=45fe6640v9233918821z8812307153za20gzb812307153zd812307153xea;gcd=13l3l3l3l1l1;dma=0;dc_fmt=3;tag_exp=0~115616986~115938465~115938469;epver=2;dc_random=1781025927_ap758sy20gG2xVil_cx_WR181e9IswV6_g;~oref=https%3A%2F%2Fwww.xxxxx.com%2F?

https://16011779.fls.doubleclick.net/activityi;src=16011779;type=audie0;cat=flood0;rcb=17;ord=4921475113480;npa=0;auiddc=1235936693.1781025927;uaa=x86;uab=64;uafvl=Chromium%3B148.0.7778.96%7CHeadlessChrome%3B148.0.7778.96%7CNot%252FA)Brand%3B99.0.0.0;uamb=0;uam=;uap=Windows;uapv=10.0;uaw=0;pscdl=noapi;frm=0;_tu=KFA;gtm=45fe6640v9233918821z8812307153za20gzb812307153zd812307153xea;gcd=13l3l3l3l1l1;dma=0;dc_fmt=2;tag_exp=0~115616986~115938465~115938469;epver=2;dc_random=1781025927_ap758sy20gG2xVil_cx_WR181e9IswV6_g;_dc_test=1;~oref=https%3A%2F%2Fwww.xxxxx.com%2F?

https://16011779.fls.doubleclick.net/activityi;dc_pre=CMOCsc7W-pQDFVAZgwMdbuYl1Q;src=16011779;type=audie0;cat=flood0;rcb=17;ord=4921475113480;npa=0;auiddc=1235936693.1781025927;uaa=x86;uab=64;uafvl=Chromium%3B148.0.7778.96%7CHeadlessChrome%3B148.0.7778.96%7CNot%252FA)Brand%3B99.0.0.0;uamb=0;uam=;uap=Windows;uapv=10.0;uaw=0;pscdl=noapi;frm=0;_tu=KFA;gtm=45fe6640v9233918821z8812307153za20gzb812307153zd812307153xea;gcd=13l3l3l3l1l1;dma=0;dc_fmt=2;tag_exp=0~115616986~115938465~115938469;epver=2;dc_random=1781025927_ap758sy20gG2xVil_cx_WR181e9IswV6_g;_dc_test=1;~oref=https%3A%2F%2Fwww.xxxxx.com%2F?

https://stats.g.doubleclick.net/g/collect?v=2&tid=G-4JFQRH7NYT&cid=1941225727.1781025928&gtm=45je6640v871052131z8812307153za20gzb812307153zd812307153&rcb=0&aip=1&dma=0&gcd=13l3l3l3l1l1&npa=0&frm=0&tag_exp=0~115938465~115938468

https://ad.doubleclick.net/activity;dc_pre=CPmdss7W-pQDFQ3KTAIdURUU1A;src=16011779;type=audie0;cat=flood0;rcb=17;ord=4921475113480;npa=0;auiddc=1235936693.1781025927;uaa=x86;uab=64;uafvl=Chromium%3B148.0.7778.96%7CHeadlessChrome%3B148.0.7778.96%7CNot%252FA)Brand%3B99.0.0.0;uamb=0;uam=;uap=Windows;uapv=10.0;uaw=0;pscdl=noapi;frm=0;_tu=KFA;gtm=45fe6640v9233918821z8812307153za20gzb812307153zd812307153xea;gcd=13l3l3l3l1l1;dma=0;dc_fmt=3;tag_exp=0~115616986~115938465~115938469;epver=2;dc_random=1781025927_ap758sy20gG2xVil_cx_WR181e9IswV6_g;~oref=https%3A%2F%2Fwww.xxxxx.com%2F?
```

Evidence 6: The Trade Desk / adsrvr Ecosystem (Advertising / Marketing Pixel)

Severity	Critical
Evidence Strength	Strong
First Observed	2026-06-09 17:25:28.228Z (2.94 sec after scan start)
Timing Bucket	Immediate load
Matched Domains	match.adsrvr.org
Resource Types	image
Framework Signal	Advertising Tracker Initial Load

```
https://match.adsrvr.org/track/cmf/generic?ttd_pid=id17evj&ttd_tpi=1&ttd_puid=1ed6ffc5-0510-4b6e-b9e9-bcc27eaeac8d|f1f42111-45cd-435f-b254-7878dbe16119
```

```
https://match.adsrvr.org/track/cmb/generic?ttd_pid=id17evj&ttd_tpi=1&ttd_puid=1ed6ffc5-0510-4b6e-b9e9-bcc27eaeac8d|f1f42111-45cd-435f-b254-7878dbe16119
```

Evidence 7: Microsoft Advertising UET (Advertising / Marketing Pixel)

Severity	Critical
Evidence Strength	Moderate
First Observed	2026-06-09 17:25:30.383Z (5.10 sec after scan start)
Timing Bucket	Early page-load
Matched Domains	c.bing.com
Resource Types	image
Framework Signal	Advertising Tracker Initial Load

```
https://c.bing.com/c.gif?ctsa=mr&CtsSyncId=B6FE0F436C704CEBBB614E802808CE29&RedC=c.clarity.ms&MXFR=2466D83D286F6F761A40CF4E2C6F616D
```

Evidence 8: Automattic / WordPress.com / Parse.ly Analytics Ecosystem (Web Analytics / Audience Analytics)

Severity	High
Evidence Strength	Moderate
First Observed	2026-06-09 17:25:26.065Z (778 ms after scan start)
Timing Bucket	Immediate load
Matched Domains	pixel.wp.com, cdn.parsely.com, api.parsely.com, p1.parsely.com, stats.wp.com
Resource Types	image, script, fetch
Framework Signal	Advertising Tracker Initial Load

```
https://pixel.wp.com/g.gif?v=ext&blog=220599114&post=56198&tz=-5&srv=www.xxxxx.com&hp=vip&j=1%3A15.7&host=www.xxxxx.com&ref=&fcp=1324&rand=0.1985842045902667
```

Evidence 9: Salesforce Data / Marketing Ecosystem (Customer Data Platform)

Severity	High
Evidence Strength	Strong
First Observed	2026-06-09 17:25:26.057Z (770 ms after scan start)
Timing Bucket	Immediate load
Matched Domains	cdn.c360a.salesforce.com, mvtdgnbvmjrggyjrmqydky3gmq.c360a.salesforce.com, 1476201.collect.igodigital.com, nova.collect.igodigital.com
Resource Types	script, xhr, fetch, image
Framework Signal	Cdp Initial Load

```
https://cdn.c360a.salesforce.com/beacon/c360a/88cc8b9f-98b4-49eb-81d7-ca659c2adda4/scripts/c360a.min.js
```

```
https://mvtdgnbvmjrggyjrmqydky3gmq.c360a.salesforce.com/web/v2/authentication
```

```
https://mvtdgnbvmjrggyjrmqydky3gmq.c360a.salesforce.com/web/events/88cc8b9f-98b4-49eb-81d7-ca659c2adda4
```

Evidence 10: Google Analytics / GA4 Ecosystem (Web Analytics)

Severity	High
Evidence Strength	Strong
First Observed	2026-06-09 17:25:27.412Z (2.13 sec after scan start)
Timing Bucket	Immediate load
Matched Domains	google-analytics.com, analytics.google.com
Resource Types	script, xhr, fetch
Framework Signal	Analytics Initial Load


```
https://www.google-analytics.com/analytics.js
```

```
https://www.google-analytics.com/j/collect?v=1&_v=j102&a=1968486152&t=pageview&_s=1&dl=https%3A%2F%2Fwww.xxxxx.com%2F&ul=en-gb&dt=Automotive%20Digital%20Marketing%20Solutions%20%7C%20Dealer.com&sr=1366x768&vp=1366x768&_u=YEBAAEABAAAAACAAI~&jid=168029489&gjid=1097816262&cid=1941225727.1781025928&tid=UA-24031093-1&_gid=111177294.1781025928&_r=1&_slc=1&gtm=45He6640n81PR4TT6Sv812307153za200zd812307153&gcd=13l3l3l3l3l1l1&dma=0&tag_exp=0~115938465~115938468~118012007&z=469290474
```

```
https://www.google-analytics.com/j/collect?v=1&_v=j102&a=1968486152&t=pageview&_s=1&dl=https%3A%2F%2Fwww.xxxxx.com%2F&ul=en-gb&dt=Automotive%20Digital%20Marketing%20Solutions%20%7C%20Dealer.com&sr=1366x768&vp=1366x768&_u=YGhACEABBAAAACAAM~&jid=498749435&gjid=1241682781&cid=1941225727.1781025928&tid=UA-1886642-16&_gid=2015685950.1781025928&_r=1&_slc=1&gtm=45He6640n81PR4TT6Sv812307153za200zd812307153&gcd=13l3l3l3l3l1l1&dma=0&tag_exp=0~115938465~115938468~118012007&z=1627833138
```

```
https://analytics.google.com/g/collect?v=2&tid=G-4JFQRH7NYT&gtm=45je6640v871052131z8812307153za20gzb812307153zd812307153&_p=1781025926644&_gaz=1&gcd=13l3l3l3l1l1&npa=0&dma=0&_eu=EAAAAGAC&are=1&cid=1941225727.1781025928&frm=0&ir=1&pscdl=noapi&rcb=0&sr=1366x768&uaa=x86&uab=64&uafvl=Chromium%3B148.0.7778.96%7CHeadlessChrome%3B148.0.7778.96%7CNot%252FA)Brand%3B99.0.0.0&uam=&uamb=0&uap=Windows&uapv=10.0&uaw=0&ul=en-gb&gaf=2&_s=1&tag_exp=0~115938465~115938468&sid=1781025928&sct=1&seg=0&dl=https%3A%2F%2Fwww.xxxxx.com%2F&dt=Automotive%20Digital%20Marketing%20Solutions%20%7C%20Dealer.com&_tu=KA&en=vidyard_event&_fv=1&_ss=1&ep.useBeacon=True&tfd=2869
```

```
https://www.google-analytics.com/g/collect?v=2&tid=G-27BJZ3G7TZ&gtm=45je6640h1v9125663514za20g&_p=1781025926644&gcd=13l3l3l3l2l1&npa=0&dma=0&_eu=ABAI&are=1&cid=1941225727.1781025928&frm=0&pscdl=noapi&rcb=17&sr=1366x768&uaa=x86&uab=64&uafvl=Chromium%3B148.0.7778.96%7CHeadlessChrome%3B148.0.7778.96%7CNot%252FA)Brand%3B99.0.0.0&uam=&uamb=0&uap=Windows&uapv=10.0&uaw=0&ul=en-gb&_s=1&tag_exp=0~115616986~115938465~115938468&dl=https%3A%2F%2Fwww.xxxxx.com%2F&dt=Automotive%20Digital%20Marketing%20Solutions%20%7C%20Dealer.com&sid=1781025928&sct=1&seg=0&_tu=6AQ&en=page_view&_fv=1&_ss=1&_ee=1&gap.uat=0~115938465~115938468~118012007&tfd=3092
```

```
https://www.google-analytics.com/g/collect?v=2&tid=G-43MV7Y8VP2&gtm=45je6640v871052131z8812307153za20gzb812307153zd812307153&_p=1781025926644&gcd=13l3l3l3l1l1&npa=0&dma=0&_eu=EA&are=1&cid=1941225727.1781025928&frm=0&ir=1&pscdl=noapi&rcb=0&sr=1366x768&uaa=x86&uab=64&uafvl=Chromium%3B148.0.7778.96%7CHeadlessChrome%3B148.0.7778.96%7CNot%252FA)Brand%3B99.0.0.0&uam=&uamb=0&uap=Windows&uapv=10.0&uaw=0&ul=en-gb&_s=1&tag_exp=0~115938465~115938468&sid=1781025930&sct=1&seg=0&dl=https%3A%2F%2Fwww.xxxxx.com%2F&dt=Automotive%20Digital%20Marketing%20Solutions%20%7C%20Dealer.com&en=page_view&_fv=1&_ss=1&ep.global_web_id=&ep.cox_automotive_id=&ep.batch_id=&ep.job_id=&ep.email_id=false&ep.google_client_id=&ep.encrypted_email_id=&ep.email_hash=&ep.funnel_phase=n-a&ep.raw_request_url=https%3A%2F%2Fwww.xxxxx.com%2F&tfd=4524
```

```
https://analytics.google.com/g/collect?v=2&tid=G-4JFQRH7NYT&gtm=45je6640v871052131z8812307153za20gzb812307153zd812307153&_p=1781025926644&gcd=13l3l3l3l1l1&npa=0&dma=0&_eu=EAAAAGQC&are=1&cid=1941225727.1781025928&frm=0&ir=1&pscdl=noapi&rcb=0&sr=1366x768&uaa=x86&uab=64&uafvl=Chromium%3B148.0.7778.96%7CHeadlessChrome%3B148.0.7778.96%7CNot%252FA)Brand%3B99.0.0.0&uam=&uamb=0&uap=Windows&uapv=10.0&uaw=0&ul=en-gb&gaf=2&tag_exp=0~115938465~115938468&sid=1781025928&sct=1&seg=1&dl=https%3A%2F%2Fwww.xxxxx.com%2F&dt=Automotive%20Digital%20Marketing%20Solutions%20%7C%20Dealer.com&_s=2&tfd=9543
```

Evidence 11: Optimizely (Personalization / Experimentation)

Severity	Medium
Evidence Strength	Strong
First Observed	2026-06-09 17:25:26.056Z (769 ms after scan start)
Timing Bucket	Immediate load
Matched Domains	cdn.optimizely.com, a10829270344.cdn.optimizely.com, logx.optimizely.com
Resource Types	script, document, xhr
Framework Signal	Base Technical Review Signal

```
https://cdn.optimizely.com/js/19574744407.js?ver=1.0.0
https://a10829270344.cdn.optimizely.com/client_storage/a10829270344.html
https://logx.optimizely.com/v1/events
```

Evidence 12: Vidyard Video Ecosystem (Video Embed / Video Analytics)

Severity	Medium
Evidence Strength	Moderate
First Observed	2026-06-09 17:25:26.057Z (770 ms after scan start)
Timing Bucket	Immediate load
Matched Domains	play.vidyard.com
Resource Types	script
Framework Signal	Base Technical Review Signal

```
https://play.vidyard.com/embed/v4.js?ver=1
```

Evidence 13: Google Tag Manager (Tag Management)

Severity	Medium
Evidence Strength	Strong
First Observed	2026-06-09 17:25:26.650Z (1.36 sec after scan start)
Timing Bucket	Immediate load
Matched Domains	googletagmanager.com
Resource Types	script
Framework Signal	Tag Manager Initial Load

```
https://www.googletagmanager.com/gtm.js?id=GTM-PR4TT6S
https://www.googletagmanager.com/gtag/js?id=DC-16011779&cx=c&gtm=4e6640
https://www.googletagmanager.com/gtag/destination?id=G-4JFQRH7NYT&cx=c&gtm=4e6640
https://www.googletagmanager.com/gtag/js?id=G-27BJZ3G7TZ&cx=c&_slc=1
```

Evidence 14: DealerTrack / Cox Automotive Platform (Industry / Business Platform)

Severity	Low
Evidence Strength	Strong
First Observed	2026-06-09 17:25:27.043Z (1.76 sec after scan start)
Timing Bucket	Immediate load
Matched Domains	us.dealertrack.com
Resource Types	document, script
Framework Signal	Base Technical Review Signal

```
https://us.dealertrack.com/fpc-access-storage
https://us.dealertrack.com/_static/??-eJzTLy/QzcxLzilNSS3WzwKiwtLUokoopZebmaeXVayjj0+Rbm5melFiSSpUsX2uraG5uYW5uam5hUEWAK/xIjE=
https://us.dealertrack.com/wp-content/plugins/third-party-cookie-features/assets/build/js/main.js?ver=1777275563
```

Evidence 15: AudioEye Accessibility Ecosystem (Accessibility / Functional Widget)

Severity	Low
Evidence Strength	Strong
First Observed	2026-06-09 17:25:30.020Z (4.73 sec after scan start)
Timing Bucket	Early page-load
Matched Domains	ws.audioeye.com, wsv3cdn.audioeye.com, analytics.audioeye.com
Resource Types	script, ping, stylesheet
Framework Signal	Base Technical Review Signal

```
https://ws.audioeye.com/ae.js
https://wsv3cdn.audioeye.com/bootstrap.js?d=www.xxxxx.com
https://wsv3cdn.audioeye.com/v2/scripts/loader.js?h=58635dec66e85934a9fa38c867be5828&lang=en-US&cb=2026-06-05
https://wsv3cdn.audioeye.com/static-scripts/v2/2026-06-05/startup.bundle.js
https://analytics.audioeye.com/v1/send
https://wsv3cdn.audioeye.com/static-scripts/sites/58635dec66e85934a9fa38c867be5828/active.js
https://wsv3cdn.audioeye.com/static-scripts/v2/2026-06-05/smartrems.bundle.js
https://wsv3cdn.audioeye.com/static-scripts/v2/2026-06-05/launcher.bundle.js
https://wsv3cdn.audioeye.com/static-scripts/v2/2026-06-05/compliance.css
https://wsv3cdn.audioeye.com/static-scripts/v2/2026-06-05/compliance.bundle.js
```

Evidence 16: Adobe Fonts / Typekit Ecosystem (Font CDN / Typography Asset Delivery)

Severity	Info
Evidence Strength	Strong
First Observed	2026-06-09 17:25:26.053Z (766 ms after scan start)
Timing Bucket	Immediate load
Matched Domains	use.typekit.net, p.typekit.net
Resource Types	stylesheet, font
Framework Signal	Base Technical Review Signal

```
https://use.typekit.net/uqx6tpq.css?ver=3
```

```
https://use.typekit.net/af/4f91c5/00000000000000000775aa92f/31/l?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n5&v=3
```

16. Evidence Integrity

This section connects the report to the underlying scan artifacts. Hashes support internal auditability and future evidence verification.

Artifact	Filename	Exists	Size	SHA-256
Har	raw.har	Yes	508.3 KB	`fc88a173af4518...b9c67950`
Screenshot Initial	screenshot-initial.png	Yes	295.2 KB	`094ac6b3fe23b6...23f32470`
Screenshot Final	screenshot-final.png	Yes	296.4 KB	`aa10cbcc111db6...0518159e`
Screenshot Fullpage	screenshot-fullpage.png	Yes	768.6 KB	`57f044f406d052...554c4c10`
Cookies	cookies.json	Yes	12.5 KB	`f82a9f2af7f1f0...f88a2bc7`
Network Events	network-events.json	Yes	381.2 KB	`0a7bfd22681133...d6b5981e`
Console Events	console-events.json	Yes	9.8 KB	`d95598e3bdf31c...5f655b61`
Failed Requests	failed-requests.json	Yes	6.1 KB	`2c0c2aa8806cdd...8377e159`
Page Observation	page-observation.json	Yes	12.9 KB	`5df58596adaeac...44c0ff6e`
Scanner Output	scanner-output.json	Yes	9.0 KB	`8ae388d972f71a...b588a162`

Integrity note: Hashes do not prove legal compliance. They help identify whether this report was generated from a specific artifact file.

17. Framework Review Context

Technical review signal only. Auditzo does not determine GDPR or ePrivacy compliance.

Framework	GDPR / ePrivacy
Jurisdiction	EU / EEA-style privacy and cookie review
Report Label	GDPR/ePrivacy technical tracking review
Scan Region Preference	EU / Germany

Primary Review Focus

- Non-essential cookies or trackers before consent interaction
- Advertising, analytics, session replay, and tag manager technologies
- Online identifiers such as cookie IDs, client IDs, IP-address-related request metadata, page URL, and referrer signals
- Consent banner and consent-management context where observable

Framework limitation: This scan did not perform accept/reject consent interaction. The results reflect initial page-load behavior only.

18. Glossary

Simple definitions for common terms used in this report.

Technical Risk Score

A score based on observed technical review signals. It is not a legal compliance score.

Tracker

A script, pixel, or technology that may collect or transmit usage, advertising, analytics, or identifier-related data.

Cookie

A browser storage value used by websites and vendors for sessions, preferences, analytics, advertising, security, or other purposes.

Third-Party Domain

A domain contacted by the page that is not the main website domain.

Session Replay

A tool category that may record or reconstruct user interactions such as clicks, scrolling, and page behavior.

Tag Manager

A container that can load or control multiple third-party scripts.

Consent Interaction

Whether Auditzo clicked Accept, Reject, or customized consent choices. V1 usually observes initial load only.

Evidence Strength

A practical indicator of how much supporting technical evidence was available for a finding.

19. Scope, Limitations & Disclaimers

- Auditzo provides technical website tracking and cookie observations. This report is not legal advice and does not determine legal compliance.
- This scan reflects initial page-load behavior only. Consent accept/reject interaction was not performed unless explicitly stated.
- Website behavior, cookie banners, trackers, scripts, and consent flows may differ by visitor geography and scan environment.
- Framework-specific findings are technical review signals for the selected framework and should be reviewed by qualified legal, privacy, or compliance professionals.

Auditzo

20. Audit Trail & Document Control

This section identifies the scan, report, framework, observation window, and rule versions used to generate this report. It supports auditability but does not determine legal compliance.

Report Details

Report ID	AUD-GDPR-EPRIVACY-DEALER-COM-20260609172546
Report Type	Detailed Evidence-Backed Report
Generated By	Auditzo Technical Report Engine
Capture Source	Automated Chromium browser scan
Report Generated	2026-06-09 17:25:46.910Z

Scan Details

Scan ID	dealer-com-gdpr-eprivacy-20260609225524
Target URL	https://xxxxx.com

Selected Framework	GDPR / ePrivacy
Jurisdiction	EU / EEA-style privacy and cookie review
Scan Country	Germany
Scan Region	European Union / EU-region
Observation Window	20.00 sec
Scan Started	2026-06-09 17:25:25.287Z
Scan Completed	2026-06-09 17:25:46.358Z
Final Score	0/100
Risk Band	Critical technical review priority

Timing explanation: Scan Completed means the browser evidence capture finished. Report Generated means Auditzo generated this report from the captured evidence.

Rules / Engine Versions

Tracker Rules	2026.06.09.005-review-status-taxonomy-cleanup
Cookie Rules	2026.06.09.003-domain-aware-cookie-rules
Infrastructure Rules	2026.06.09.002
Framework Rules	2026.05.22.001
Scoring Rules	2026.06.09.003-review-status-and-category-coverage
Report Plan Rules	2026.06.09.003-detailed-navigation-cleanup
Scan Routing Rules	2026.05.22.001
Security Rules	2026.06.09.001
Category Taxonomy	2026.06.09.003-review-status-and-scoring-cleanup

Rules Validation

Loader OK	Yes
Warnings	0
Errors	0

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End of Report.

NEED DEEPER EVIDENCE?

Want a customized evidence-backed review?

This automated report captures technical evidence from an initial browser observation. If you need consent-state testing, additional screenshots, manual HAR review, deeper tracker analysis, or legal-team-ready evidence packaging, Auditzo can prepare a customized review.

- Consent accept/reject state comparison
- Manual HAR and screenshot evidence review
- Developer-ready remediation notes
- Privacy/legal review support package

Best for

Legal/privacy teams, ecommerce brands, agencies, and teams needing stronger evidence than an automated scan alone.