

Executive Summary for GDPR

This audit assesses whether <https://www.example.com/> adheres to the General Data Protection Regulation (GDPR), focusing on the collection, processing, and storage of personal data of individuals within the European Union (EU). GDPR mandates that companies obtain clear and informed consent from users before collecting, processing, or storing any personal data, and users must have the right to access, rectify, or erase their data.

Our investigation revealed that the website collects personal data through cookies, tracking scripts, and network requests without obtaining explicit consent from users prior to processing. The privacy policy provided by the website lacks detailed explanations of how personal data is processed, the purpose of the data collection, and the data retention period. Furthermore, the mechanisms for users to manage consent or withdraw it at any time are either absent or unclear.

Failure to comply with GDPR could result in substantial penalties, including fines of up to €20 million or 4% of annual global turnover, whichever is higher. Non-compliance also risks loss of user trust and potential legal action from regulatory bodies or affected individuals.

Website Audited: <https://www.example.com/>

Date of Audit: 10 June 2025

GDPR Tracker Risk Overview

- **High:** 13 trackers
- **Medium:** 13 trackers
- **Low:** 5 trackers

Tracker Violation Summary

Tracker Domain	googleads.g.doubleclick.net
Request URL	m=45be5650v892239673z8832230851za200zb832230851&gcd=13131313111&dma=0&tag_exp=101509157~103116026~10320004~103233427~103351869~103351871~104617979~104617981~104653070~104653072~104661466~104661468~104684204~104684207~104698127~104698129&u_w=1280&u_h=720&url=https://www.bk.com/&hn=www.googleadservices.com&frm=0&tiba=BurgerKing&npa=0&pscdl=noapi&auid=2013873183.1749553998&uaa=x86&uab=64&uafvl=Not.A/Brand;99.0.0.0 Chromium;136.0.7103.25&uamb=0&uam=&uap=Linux&uapv=5.4.0&uaw=0&fledge=1&_tu=Kg&rfmt=3&fmt=4">https://googleads.g.doubleclick.net/pagead/viewthroughconversion/765959891/?random=1749554568675&cv=11&fst=1749554568675&bg=ffffff&guid=ON&async=1>m=45be5650v892239673z8832230851za200zb832230851&gcd=13131313111&dma=0&tag_exp=101509157~103116026~10320004~103233427~103351869~103351871~104617979~104617981~104653070~104653072~104661466~104661468~104684204~104684207~104698127~104698129&u_w=1280&u_h=720&url=https://www.bk.com/&hn=www.googleadservices.com&frm=0&tiba=BurgerKing&npa=0&pscdl=noapi&auid=2013873183.1749553998&uaa=x86&uab=64&uafvl=Not.A/Brand;99.0.0.0 Chromium;136.0.7103.25&uamb=0&uam=&uap=Linux&uapv=5.4.0&uaw=0&fledge=1&_tu=Kg&rfmt=3&fmt=4
Category	ads
Violation Detail	Ad tracking before consent
GDPR Law	GDPR Article 6 – Lawfulness of processing
Severity	High

Recommendation	Delay loading of ad scripts until explicit user consent is given.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	None
Cookies Set	0

Tracker Domain	cm.g.doubleclick.net
Request URL	https://cm.g.doubleclick.net/pixel?google_nid=adtheorent&google_hm=6ZcYcUXrEfCCZxJwcQC3LQ&google_redir=https://rtb.adentifi.com/CookieSyncAdXCheck&google_ula=6802874232
Category	ads
Violation Detail	Ad tracking before consent
GDPR Law	GDPR Article 6 – Lawfulness of processing
Severity	High
Recommendation	Delay loading of ad scripts until explicit user consent is given.
HTTP Status	302
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	None
Cookies Set	0

Tracker Domain	td.doubleclick.net
Request URL	https://td.doubleclick.net/td/fls/rul/activityi;fledge=1;src=12068138;type=bkt_b0;cat=phd-b00;ord=8406665154408;npa=0;auidc=2013873183.1749553998;uaa=x86;uab=64;uafvl=Not.A/Brand;99.0.0.0 Chromium;136.0.7103.25;uamb=0;uam=;uap=Linux;uapv=5.4.0;uaw=0;pscdl=noapi;frm=0;_tu=KIA;gtm=45fe5650v9190778223z8832230851za200zb832230851;gcd=13l3l3l3l1l1;dma=0;dc_fmt=9;tag_exp=101509157~103116026~103200004~103233427~103351869~103351871~104617979~104617981~104653070~104653072~104661466~104661468~104684204~104684207~104698127~104698129;epver=2;dc_random=1749554568553;_dc_test=1;~oref=https://www.bk.com/?
Category	ads
Violation Detail	Ad tracking before consent

GDPR Law	GDPR Article 6 – Lawfulness of processing
Severity	High
Recommendation	Delay loading of ad scripts until explicit user consent is given.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	None
Cookies Set	0

Tracker Domain	12068138.fls.doubleclick.net
Request URL	https://12068138.fls.doubleclick.net/activityi;src=12068138;type=bkt_b0;cat=phd-b00;ord=8406665154408;npa=0;auidc=2013873183.1749553998;uaa=x86;uab=64;uafvl=Not.A/Brand;99.0.0.0 Chromium;136.0.7103.25;uamb=0;uam=;uap=Linux;uapv=5.4.0;uaw=0;pscdl=noapi;frm=0;_tu=KIA;gtm=45fe5650v9190778223z8832230851za200zb832230851;gcd=13 3 3 3 1 1;dma=0;dc_fmt=2;tag_exp=101509157~103116026~103200004~103233427~103351869~103351871~104617979~104617981~104653070~104653072~104661466~104661468~104684204~104684207~104698127~104698129;epver=2;dc_random=1749554568553;_dc_test=1;~oref=https://www.bk.com/?
Category	ads
Violation Detail	Ad tracking before consent
GDPR Law	GDPR Article 6 – Lawfulness of processing
Severity	High
Recommendation	Delay loading of ad scripts until explicit user consent is given.
HTTP Status	302
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	dart.l.doubleclick.net
Cookies Set	0

Tracker Domain	ad.doubleclick.net
Request URL	https://ad.doubleclick.net/activity;src=12068138;type=bkt_b0;cat=phd-b00;ord=8406665154408;npa=0;auidc=2013873183.1749553998;uaa=x86;uab=64;uafvl=Not.A/Brand;99.0.0.0 Chromium;136.0.7103.25;uamb=0;uam=;uap=Linux;uapv=5.4.0;uaw=0;pscdl=noapi;frm=0;_tu=KIA;gtm=45fe5650v9190778223z8832230851za200zb83

	2230851;gcd=13l3l3l3l1l1;dma=0;dc_fmt=3;tag_exp=101509157~103116026~103200004~103233427~103351869~103351871~104617979~104617981~104653070~104653072~104661466~104661468~104684204~104684207~104698127~104698129;epver=2;dc_random=1749554568553;~oref=https://www.bk.com/?
Category	ads
Violation Detail	Ad tracking before consent
GDPR Law	GDPR Article 6 – Lawfulness of processing
Severity	High
Recommendation	Delay loading of ad scripts until explicit user consent is given.
HTTP Status	302
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	None
Cookies Set	0

Tracker Domain	insight.adsrvr.org
Request URL	https://insight.adsrvr.org/track/cei?adv=g8enu4l&ref=https://www.bk.com/&upid=pnmkt3t&upv=1.1.0&paapi=1
Category	retargeting
Violation Detail	Cross-site retargeting and profiling without consent
GDPR Law	GDPR Article 5 – Data minimization and purpose limitation
Severity	High
Recommendation	Minimize data collection and ask for explicit opt-in consent.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	None
Cookies Set	2

Tracker Domain	js.adsrvr.org
Request URL	https://js.adsrvr.org/universal_pixel.js
Category	retargeting

Violation Detail	Cross-site retargeting and profiling without consent
GDPR Law	GDPR Article 5 – Data minimization and purpose limitation
Severity	High
Recommendation	Minimize data collection and ask for explicit opt-in consent.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	dg2iu7dxxehbo.cloudfront.net
Cookies Set	0

Tracker Domain	td.doubleclick.net
Request URL	https://td.doubleclick.net/td/rul/765959891?random=1749554568675&cv=11&fst=1749554568675&fmt=3&bg=fffff&guid=ON&async=1>m=45be5650v892239673z8832230851za200zb832230851&gcd=13l3l3l3l1l1&dma=0&tag_exp=101509157~103116026~103200004~103233427~103351869~103351871~104617979~104617981~104653070~104653072~104661466~104661468~104684204~104684207~104698127~104698129&u_w=1280&u_h=720&url=https://www.bk.com/&hn=www.googleadservices.com&frm=0&tiba=Burger King&npa=0&psc dl=noapi&auid=2013873183.1749553998&uaa=x86&uab=64&uafvl=Not.A/Brand;99.0.0.0 Chromium;136.0.7103.25&uamb=0&uam=&uap=Linux&uapv=5.4.0&uaw=0&fledge=1&_tu=Kg
Category	ads
Violation Detail	Ad tracking before consent
GDPR Law	GDPR Article 6 – Lawfulness of processing
Severity	High
Recommendation	Delay loading of ad scripts until explicit user consent is given.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	None
Cookies Set	0

Tracker Domain	ad.doubleclick.net
Request URL	

	https://ad.doubleclick.net/activity;dc_pre=CMuT09Te5o0DFeuKZglDuRg3rw;src=12068138;type=bkt_b0;cat=phd-b00;ord=8406665154408;npa=0;auidc=2013873183.1749553998;uaa=x86;uab=64;uafvl=Not.A/Brand;99.0.0.0 Chromium;136.0.7103.25;uamb=0;uam=;uap=Linux;uapv=5.4.0;uaw=0;pscdl=noapi;frm=0;_tu=KIA;gtm=45fe5650v9190778223z8832230851za200zb832230851;gcd=13l3l3l3l1l1;dma=0;dc_fmt=3;tag_exp=101509157~103116026~103200004~103233427~103351869~103351871~104617979~104617981~104653070~104653072~104661466~104661468~104684204~104684207~104698127~104698129;epver=2;dc_random=1749554568553;~oref=https://www.bk.com/?
Category	ads
Violation Detail	Ad tracking before consent
GDPR Law	GDPR Article 6 – Lawfulness of processing
Severity	High
Recommendation	Delay loading of ad scripts until explicit user consent is given.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	None
Cookies Set	1

Tracker Domain	pixel.tapad.com
Request URL	https://pixel.tapad.com/idsync/ex/push?partner_id=2884&partner_url=https://tr.snapchat.com/cm/p?rand=1749528525774&pnid=140&pcid=\${TA_DEVICE_ID}
Category	retargeting
Violation Detail	Cross-site retargeting and profiling without consent
GDPR Law	GDPR Article 5 – Data minimization and purpose limitation
Severity	High
Recommendation	Minimize data collection and ask for explicit opt-in consent.
HTTP Status	302
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	None
Cookies Set	3

Tracker Domain	js.adsrvr.org
Request URL	https://js.adsrvr.org/up_loader.1.1.0.js
Category	retargeting
Violation Detail	Cross-site retargeting and profiling without consent
GDPR Law	GDPR Article 5 – Data minimization and purpose limitation
Severity	High
Recommendation	Minimize data collection and ask for explicit opt-in consent.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	dg2iu7dxxehbo.cloudfront.net
Cookies Set	0

Tracker Domain	insight.adsrvr.org
Request URL	https://insight.adsrvr.org/track/realtimeconversion
Category	retargeting
Violation Detail	Cross-site retargeting and profiling without consent
GDPR Law	GDPR Article 5 – Data minimization and purpose limitation
Severity	High
Recommendation	Minimize data collection and ask for explicit opt-in consent.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	None
Cookies Set	0

Tracker Domain	12068138.fl.s.doubleclick.net
Request URL	https://12068138.fl.s.doubleclick.net/activityi;dc_pre=CJGe1dTe5o0DFWmerAldWvkq9Q;src=12068138;type=bkt_b0;cat=phd-b00;ord=8406665154408;npa=0;auiddc=2013873183.1749553998;uaa=x86;uab=64;uafvl=Not.A/Brand;99.0.0.0 Chromium;

	136.0.7103.25;uamb=0;uam=;uap=Linux;uapv=5.4.0;uaw=0;pscld=noa pi;frm=0;_tu=KIA;gtm=45fe5650v9190778223z8832230851za200zb83 2230851;gcd=13l3l3l3l1l1;dma=0;dc_fmt=2;tag_exp=101509157~1031 16026~103200004~103233427~103351869~103351871~104617979~ 104617981~104653070~104653072~104661466~104661468~104684 204~104684207~104698127~104698129;epver=2;dc_random=174955 4568553;_dc_test=1;~oref=https://www.bk.com/?
Category	ads
Violation Detail	Ad tracking before consent
GDPR Law	GDPR Article 6 – Lawfulness of processing
Severity	High
Recommendation	Delay loading of ad scripts until explicit user consent is given.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	dart.l.doubleclick.net
Cookies Set	1

Tracker Domain	tr.snapchat.com
Request URL	https://tr.snapchat.com/p
Category	social
Violation Detail	Social media plugins tracking users before consent
GDPR Law	GDPR Recital 30 – Social plugin tracking
Severity	Medium
Recommendation	Load social media plugins only after opt-in.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	gcp.api.snapchat.com
Cookies Set	0

Tracker Domain	www.clarity.ms
Request URL	https://www.clarity.ms/tag/u/151002477

Category	analytics
Violation Detail	Analytics tracking before consent
GDPR Law	GDPR Article 6 – Consent for analytics
Severity	Medium
Recommendation	Defer analytics tools until consent is granted.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	clarity.azurefd.net
Cookies Set	0

Tracker Domain	tr6.snapchat.com
Request URL	https://tr6.snapchat.com/p
Category	social
Violation Detail	Social media plugins tracking users before consent
GDPR Law	GDPR Recital 30 – Social plugin tracking
Severity	Medium
Recommendation	Load social media plugins only after opt-in.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	usc1-gcp-v61.api.sc-gw.com
Cookies Set	0

Tracker Domain	tr.snapchat.com
Request URL	https://tr.snapchat.com/cm/p?rand=1749528525774&pnid=140&pcid=8075448c-3184-443b-b669-5853ea2aa34f
Category	social
Violation Detail	Social media plugins tracking users before consent
GDPR Law	GDPR Recital 30 – Social plugin tracking

Severity	Medium
Recommendation	Load social media plugins only after opt-in.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	gcp.api.snapchat.com
Cookies Set	1

Tracker Domain	tr.snapchat.com
Request URL	https://tr.snapchat.com/cm/s?bt=92733c8f&pnid=140&cb=1749554569350&u_scsid=6c7765b4-c9bc-484c-9b95-ae36d08c2cf3&u_sclid=4434ccfc-132d-41b7-a6e6-b7f0bd57d8d8
Category	social
Violation Detail	Social media plugins tracking users before consent
GDPR Law	GDPR Recital 30 – Social plugin tracking
Severity	Medium
Recommendation	Load social media plugins only after opt-in.
HTTP Status	302
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	gcp.api.snapchat.com
Cookies Set	1

Tracker Domain	a.clarity.ms
Request URL	https://a.clarity.ms/collect
Category	analytics
Violation Detail	Analytics tracking before consent
GDPR Law	GDPR Article 6 – Consent for analytics
Severity	Medium
Recommendation	Defer analytics tools until consent is granted.

HTTP Status	204
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	vmss-clarity-ingest-eus-d.eastus.cloudapp.azure.com
Cookies Set	0

Tracker Domain	tr.snapchat.com
Request URL	https://tr.snapchat.com/cm/i?pid=33178108-271d-4a3e-8fff-bd0a1ce88fe5&u_scsid=c94aceee-6d20-4a97-bb37-c488929c04f7&u_sclid=1d889b9c-527d-414f-bace-a324d36ca386
Category	social
Violation Detail	Social media plugins tracking users before consent
GDPR Law	GDPR Recital 30 – Social plugin tracking
Severity	Medium
Recommendation	Load social media plugins only after opt-in.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	gcp.api.snapchat.com
Cookies Set	0

Tracker Domain	tr.snapchat.com
Request URL	https://tr.snapchat.com/config/com/33178108-271d-4a3e-8fff-bd0a1ce88fe5.js?v=3.46.6-2506091831
Category	social
Violation Detail	Social media plugins tracking users before consent
GDPR Law	GDPR Recital 30 – Social plugin tracking
Severity	Medium
Recommendation	Load social media plugins only after opt-in.
HTTP Status	200
Source IP	456.451.54.256

Destination IP	487.***.**.***
cname	gcp.api.snapchat.com
Cookies Set	0

Tracker Domain	connect.facebook.net
Request URL	https://connect.facebook.net/signals/config/1666342310401415?v=2.9.206&r=c2&domain=www.bk.com&hme=03cec78e24cdf8c2290a88f879af36267b42f711148cf62730e5a3f3786f3140&ex_m=74,128,113,117,65,6,106,73,19,101,93,55,58,11,185,206,213,209,210,212,32,107,57,81,211,180,183,51,50,207,208,193,140,45,198,195,196,37,153,18,54,202,201,142,21,44,2,47,69,70,71,75,97,20,17,100,96,95,114,56,116,42,115,33,98,43,90,29,181,184,150,14,15,16,8,9,28,25,26,61,66,68,79,105,108,30,80,12,10,84,52,24,110,109,111,102,13,23,4,41,78,22,163,136,77,1,99,60,88,36,31,86,87,92,40,7,94,85,48,35,38,0,72,118,91,5,89,250,178,126,166,159,3,39,67,46,112,49,83,64,63,34,103,62,59,53,82,76,27,104,119
Category	social
Violation Detail	Social media plugins tracking users before consent
GDPR Law	GDPR Recital 30 – Social plugin tracking
Severity	Medium
Recommendation	Load social media plugins only after opt-in.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	scontent.xx.fbcdn.net
Cookies Set	0

Tracker Domain	analytics.tiktok.com
Request URL	https://analytics.tiktok.com/i18n/pixel/events.js?sdkid=CVIO31BC77UENQLASFR0&lib=ttq
Category	social
Violation Detail	Social media plugins tracking users before consent
GDPR Law	GDPR Recital 30 – Social plugin tracking
Severity	Medium
Recommendation	Load social media plugins only after opt-in.

HTTP Status	-1
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	restricted.rpz.airtelspam.com
Cookies Set	0

Tracker Domain	connect.facebook.net
Request URL	https://connect.facebook.net/en_US/fbevents.js
Category	social
Violation Detail	Social media plugins tracking users before consent
GDPR Law	GDPR Recital 30 – Social plugin tracking
Severity	Medium
Recommendation	Load social media plugins only after opt-in.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	scontent.xx.fbcdn.net
Cookies Set	0

Tracker Domain	sc-static.net
Request URL	https://sc-static.net/scevent.min.js
Category	social
Violation Detail	Social media plugins tracking users before consent
GDPR Law	GDPR Recital 30 – Social plugin tracking
Severity	Medium
Recommendation	Load social media plugins only after opt-in.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	None

Cookies Set	0
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Tracker Domain	www.clarity.ms
Request URL	https://www.clarity.ms/s/0.8.9/clarity.js
Category	analytics
Violation Detail	Analytics tracking before consent
GDPR Law	GDPR Article 6 – Consent for analytics
Severity	Medium
Recommendation	Defer analytics tools until consent is granted.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	clarity.azurefd.net
Cookies Set	0

Tracker Domain	www.googletagmanager.com
Request URL	https://www.googletagmanager.com/gtag/destination?id=AW-765959891&cx=c>m=45je5650v873612274za200zb832230851&tag_exp=101509157~103116026~103200004~103233427~103351869~103351871~104617979~104617981~104653070~104653072~104661466~104661468~104698127~104698129
Category	tagmanager
Violation Detail	Unclassified potential violation,Manual review recommended
GDPR Law	Unclassified – Requires manual review
Severity	Low
Recommendation	Manually review the domain and assess compliance.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	None
Cookies Set	0

Tracker Domain	www.googletagmanager.com
Request URL	https://www.googletagmanager.com/gtag/destination?id=DC-12068138&cx=c>m=45je5650v873612274za200zb832230851&tag_exp=101509157~103116026~103200004~103233427~103351869~103351871~104617979~104617981~104653070~104653072~104661466~104661468~104698127~104698129
Category	tagmanager
Violation Detail	Unclassified potential violation,Manual review recommended
GDPR Law	Unclassified – Requires manual review
Severity	Low
Recommendation	Manually review the domain and assess compliance.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	None
Cookies Set	0

Tracker Domain	www.googletagmanager.com
Request URL	https://www.googletagmanager.com/static/service_worker/5690/sw_iframe.html?origin=https://www.bk.com
Category	tagmanager
Violation Detail	Unclassified potential violation,Manual review recommended
GDPR Law	Unclassified – Requires manual review
Severity	Low
Recommendation	Manually review the domain and assess compliance.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	None
Cookies Set	0

Tracker Domain	www.googletagmanager.com
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Request URL	https://www.googletagmanager.com/gtag/js?id=G-XCJNBPHG8Q&cx=c>m=45He5650v832230851za200&tag_exp=101509157~103116026~103200004~103233427~103351869~103351871~104617979~104617981~104653070~104653072~104661466~104661468~104698127~104698129
Category	tagmanager
Violation Detail	Unclassified potential violation,Manual review recommended
GDPR Law	Unclassified – Requires manual review
Severity	Low
Recommendation	Manually review the domain and assess compliance.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	None
Cookies Set	0

Tracker Domain	www.googletagmanager.com
Request URL	https://www.googletagmanager.com/gtm.js?id=GTM-5LKPGT6
Category	tagmanager
Violation Detail	Unclassified potential violation,Manual review recommended
GDPR Law	Unclassified – Requires manual review
Severity	Low
Recommendation	Manually review the domain and assess compliance.
HTTP Status	200
Source IP	456.451.54.256
Destination IP	487.***.**.***
cname	None
Cookies Set	0