

# SIGNATU

## Detecting 3rd party trackers

IPEN Vienna

2017-06-09

[torgeir@signatu.com](mailto:torgeir@signatu.com)

[@signatucom](https://twitter.com/signatucom) 

<https://signatu.com>

# 3rd parties



## chiefmartec.com Marketing Technology Landscape

March 2016



Sources: CabineM (<http://cabineM.com>), Captera, G2 Crowd, Google, Growthwise, LUMA Partners, Siftify, TrustRadius, VBProfiles — see <http://chiefmartec.com/2016/03/marketing-technology-supergraphic-2016/> for details.

Created by Scott Brinker (@chiefmartec).

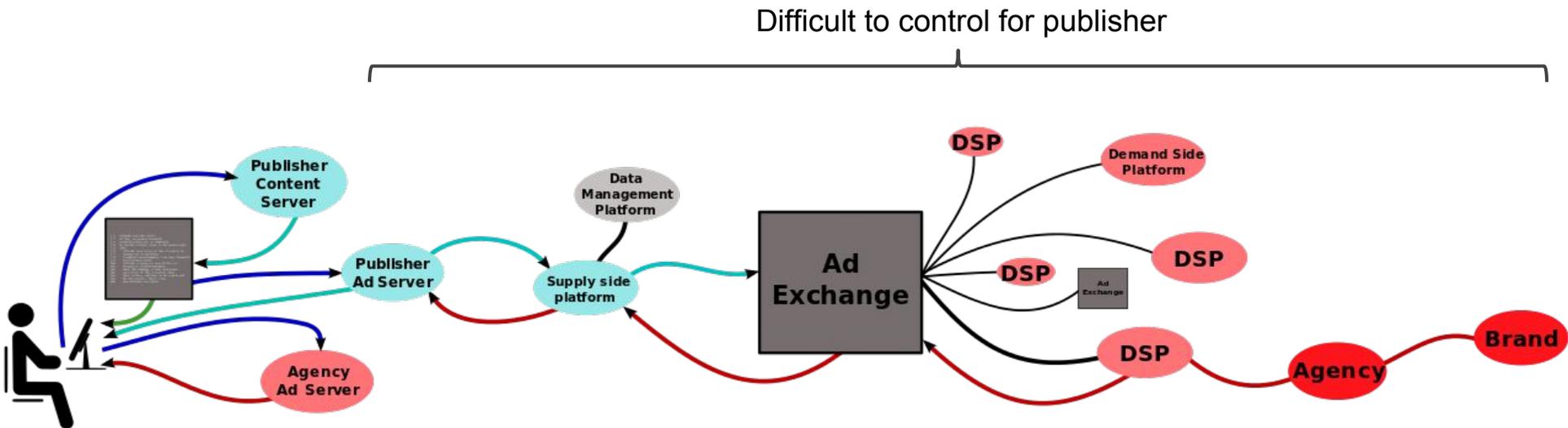
# Modern Web Apps



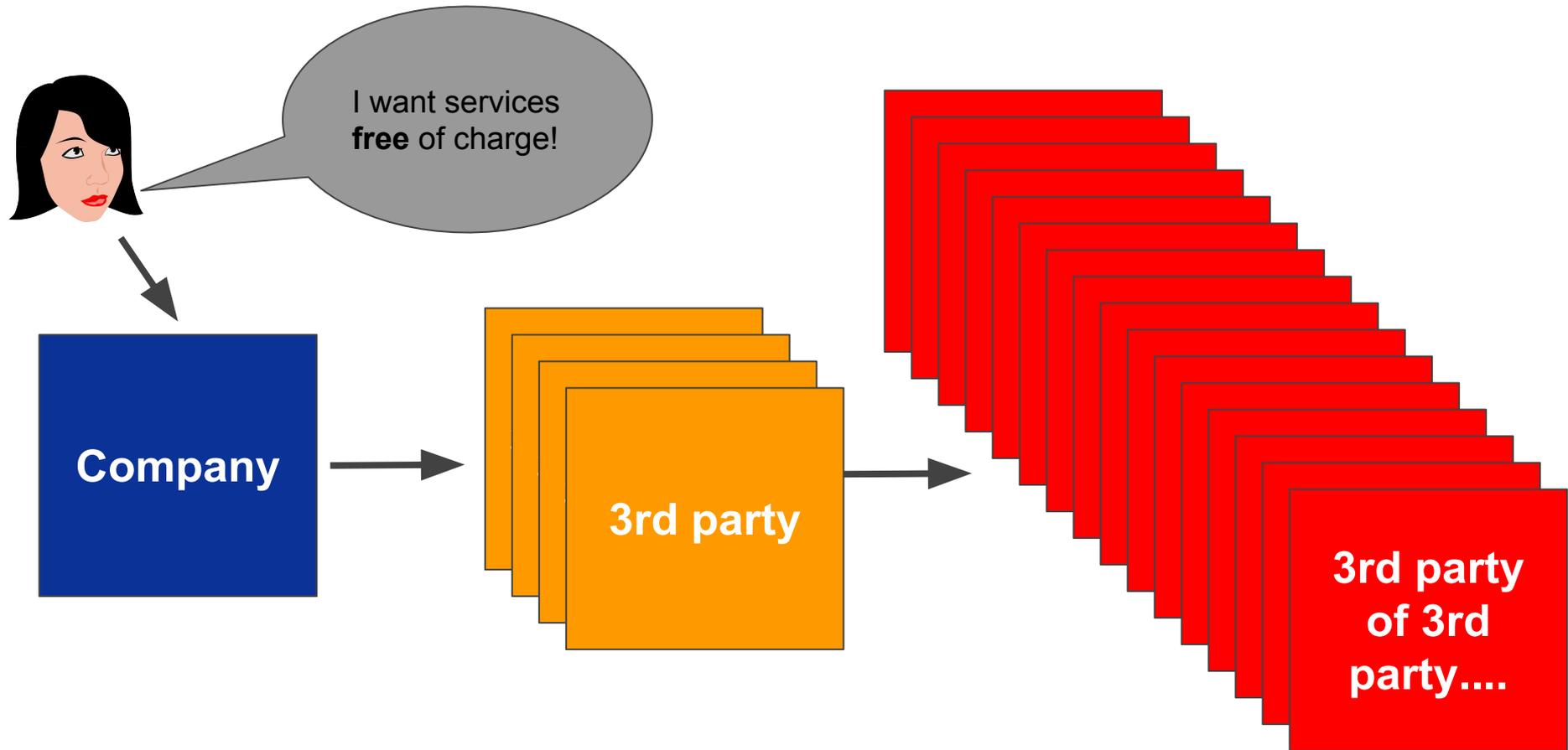
Moderns web sites use of 3rd party plug-ins extensively

- Analytics
- CRM
- Social
- Marketing
- Advertising

# Programmatic advertising



# 3rd party chain



# Typical IFrame



Web security allows full control over the iframe to a 3rd party

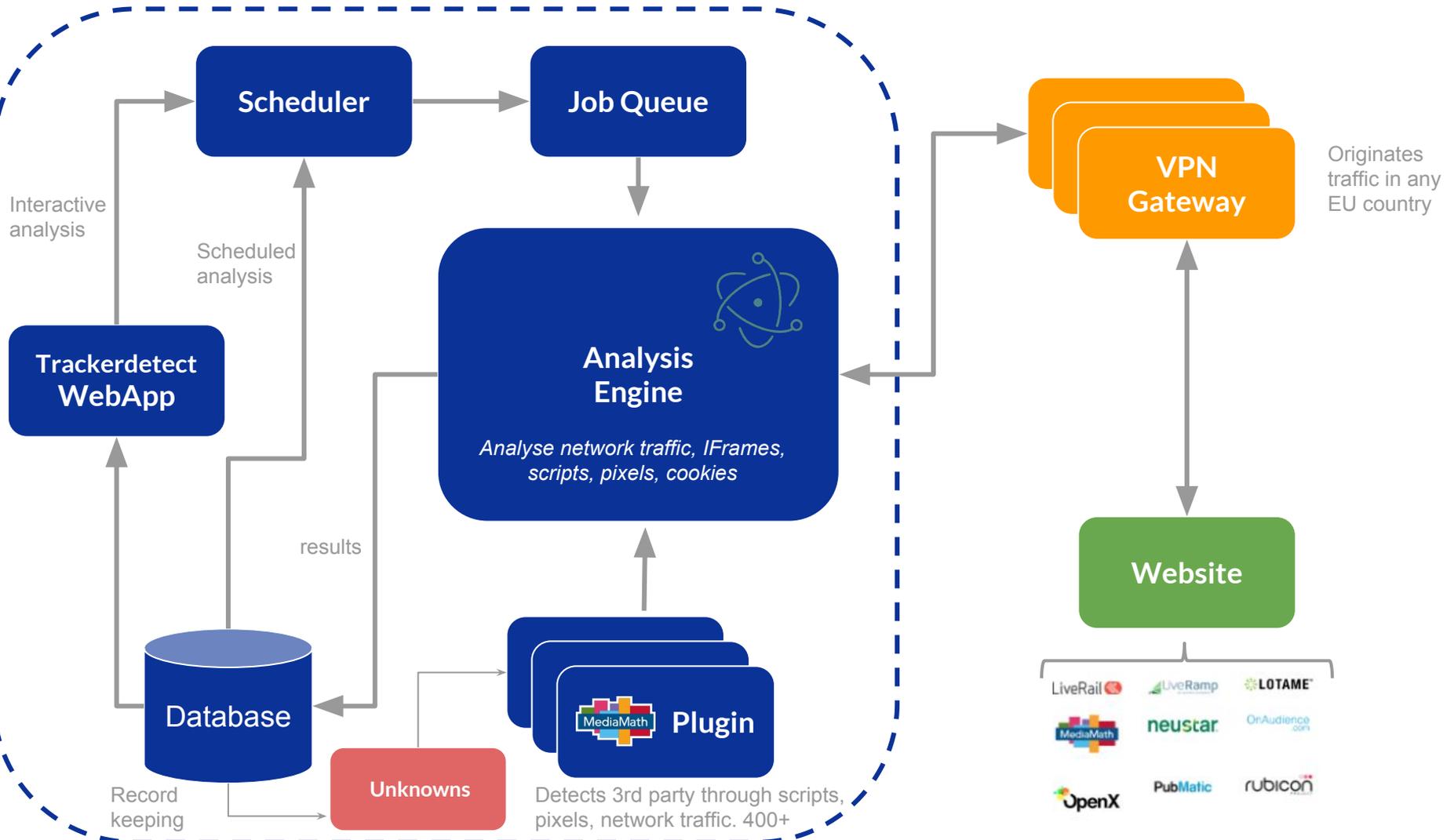
## In this example:

- adform includes tracking pixels for ~30+ other trackers.
- Publisher has no control over the content

<https://ct.adform.net/serving/cookie/pixels?uid=-...>

The screenshot displays the adform logo at the top, followed by technical details: Selector: [id=TrackerDetect-gw8ef1b2h...], IP: 152.115.75.199 (DK), and Embedded trackers: Below this, a grid of logos for various tracking companies is shown, including adform, ADITION, Adobe, ADTECH, appnexus, ascio, BID SWITCH, bluekai, BRANDELM, Casale MEDIA, DataXu, DoubleClick, drawbridge, exelate, eyeota, Facebook, Fyber, IMPROVE DIGITAL, LiveRail, LiveRamp, LOTAME, MediaMist, neustar, OnAudience, OpenX, PubMatic, rubicon, semasio, smart, STICKY, STRÖER, TAPAD, TURN, UserReport, YAHOO!, and Yieldlab.

# Architecture



# Trackerdetect



Helps companies get control over their 3rd parties

- Legal entity
- Privacy Policy, opt-out
- Contact details
- Affiliations
  
- *Risk assessment*
- *Data Processing Agreement*



Google Tag Manager



Google Tag Manager offers simple, yet powerful tag management solutions to help small businesses and large enterprises launch programs faster.



tags



Privacy Policy

September  
20, 2016



Google Inc., Google Data Protection  
Office, Keith Enright (Director, Privacy  
Legal)

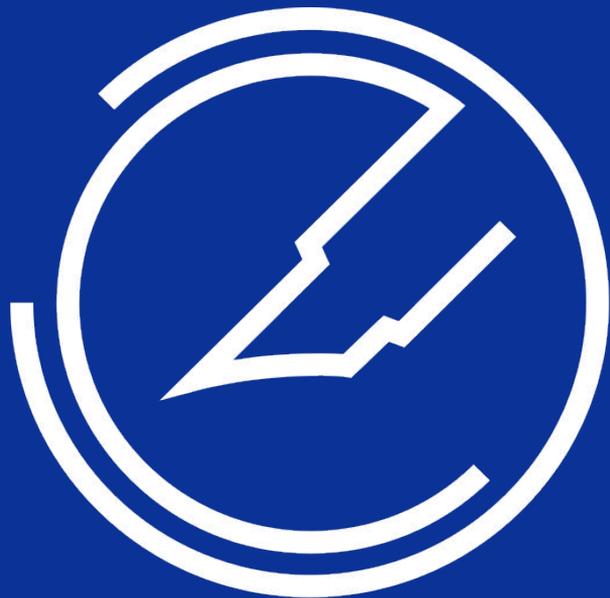
1600 Amphitheatre Pkwy Mountain View  
California 94043



Participates in EU - US  
Privacy Shield



- Examples from Austria
  - Kleinezeitung
  - Kurier
  - Die Presse
  - Krone.at
  - Immobiz



# SIGNATU

**SIGNATU AS**   
Proudly from Oslo, Norway

Gaustadaléen 21  
0349 OSLO  
NORWAY

Org. No: 915 331 661 MVA



[hello@signatu.com](mailto:hello@signatu.com)



[@signatucom](https://twitter.com/signatucom)