



WHITE PAPER



SITECATALYST COOKIES

Data Stored and Cookie Use

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Version 1.1



1 Cookies

A cookie is a small piece of data that is presented by a web site to a web browser. The browser stores this piece of data and then returns it to the web site that provided it in the first place with each subsequent request for pages and images. In this way each browser can be provided with a unique cookie and be anonymously differentiated from other browsers viewing the site at the same time. Additionally, the browser can be asked to store a piece of information that will be sent back to the user later.

1.1 SiteCatalyst Cookies

SiteCatalyst uses cookies both to differentiate requests from different browsers and to store helpful information that can be used by the application at a later time. In particular, SiteCatalyst uses cookies to anonymously define new visitors, help analyze click-stream data, and track historical activity on the web site such as response to particular campaigns or the length of the sales cycle.

Specifically, SiteCatalyst uses three cookies per site tracked to accomplish this task. Each cookie starts with a similar name, but has a unique ID assigned to it for each site tracked. In the names below this unique portion is represented by [ID].

Cookie Name: s_cc	
Information Stored	This cookie is set and read by the JavaScript code to determine if cookies are enabled (simply set to "True")
Expiration	This cookie is a session cookie and expires when the browser is closed
P3P Compliant	Yes
Usage	Only one cookie for all accounts
Location	This cookie is stored at the domain of the page
Size	4 bytes
Cookie Name: s_sq	
Information Stored	This cookie is set and read by the JavaScript code when the ClickMap functionality is enabled; it contains information about the previous link that was clicked on by the user
Expiration	This cookie is a session cookie and expires when the browser is closed
P3P Compliant	Yes
Usage	Only one cookie for all accounts
Location	This cookie is stored at the domain of the page
Size	Depending on page URL size it varies, but typically 100-200 bytes

Cookie Name: s_vi [ID}	
Information Stored	Unique visitor ID time/date stamp
Expiration	This is a persistent cookie
P3P Compliant	Yes
Usage	This cookie is used to identify a unique visitor
Location	This cookie is stored at the domain of the image request – typically 2O7.net
Size	42 bytes

2 Cookies and Privacy

Customer privacy and data security are top priorities at Omniture. Omniture participates in privacy organizations and fully cooperates with privacy regulators and protocols (such as P3P) to ensure that individual's rights to privacy are always respected.

Generally speaking, cookies on the whole are not as insidious as the media might like the public to believe. Cookies can only regurgitate the information that was previously deposited in them. It is simply beyond the capability of any cookie to actively seek out and find undisclosed confidential information.

Furthermore, access to cookie data is heavily restricted. Browsers enforce a cookie security policy that makes all cookie data only available to the web site that originally set the information. For example, data contained in cookies set at the Yahoo.com web site cannot be viewed by any other web site other than

Yahoo.com. Cookies set by the SiteCatalyst application are secure and only available to SiteCatalyst. The data is unavailable to any third parties. Since customer privacy is a top priority with Omniture, SiteCatalyst cookies contain no personally identifiable information. Instead, all cookie data is completely anonymous and is used to distinguish one browser from another.

Omniture does not engage in the practice of "cross-company" tracking. To ensure the privacy and security of customers' data, SiteCatalyst uses a separate set of cookies for each site tracked. Additionally, Omniture also offers customers the ability to use their own domain name as the owner of the cookie (stats.yahoo.com for example). This practice creates an extra layer of privacy and security, as it makes all SiteCatalyst cookies "first party cookies," belonging permanently to the customer's site, and unavailable on any other site (even to SiteCatalyst). For more information about using your own domain name when tracking sites, please contact Omniture Live Support.

Figure 2-A: Standard Image Request

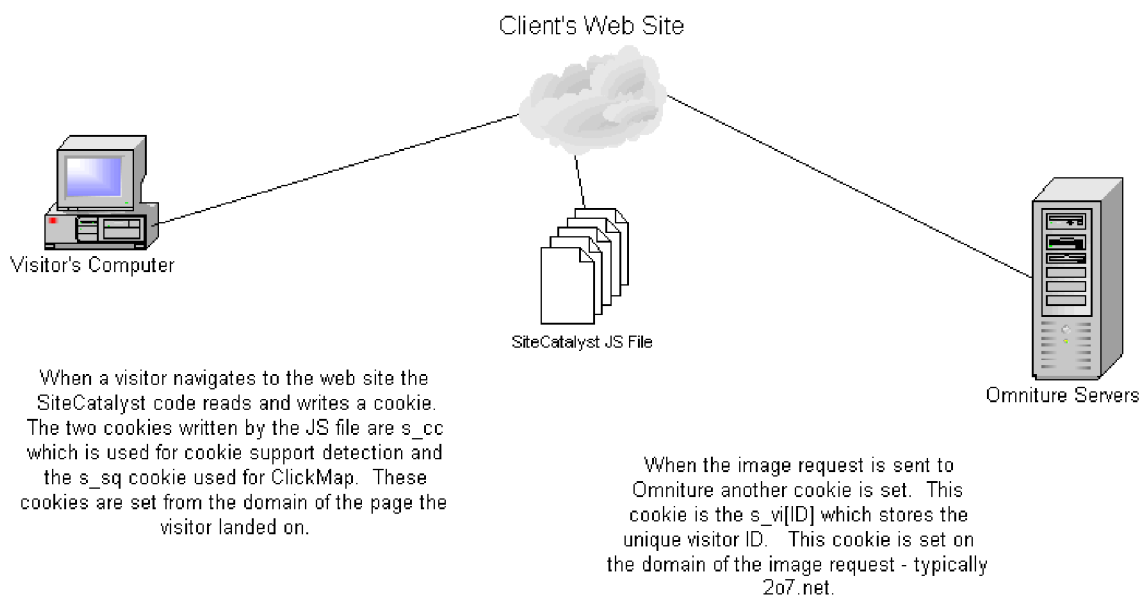
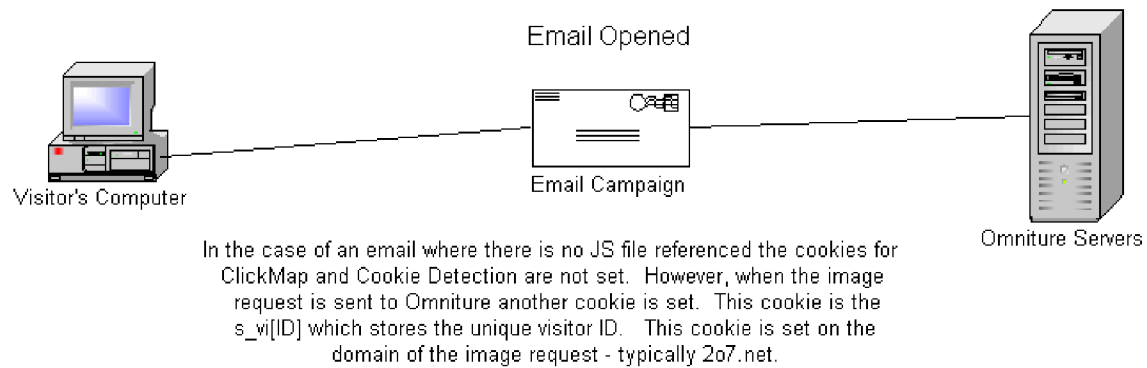


Figure 2-B: Straight Image Request (used in scenarios where a JS file is not loaded)

2.1 Additional Notes

Additional cookies can be set depending on use of SiteCatalyst plug-ins. These are snippets of code available to the client for use in a variety of circumstances such as retrieving values from the URL, concatenating values to pass to SiteCatalyst, capturing form abandonment, etc. For specifics on cookies that are set by each plug-in, contact Omniture Live Support. An example would be the `s_vh` cookie used with the "Set Once Per" and "Set and Get Last Value" plug-ins.

Econversion variables (eVarX) passed in on a image request without JavaScript, such as code placed within an email, will only be attributed properly if the email client and web browser share the same cookie space.



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