



Gunderson Dettmer Client Questionnaire
Data Mapping for Privacy Policy

This questionnaire is designed to help us efficiently prepare your company's privacy policy. Please save a local copy of this PDF, complete the fields below and email the completed form to your Gunderson Dettmer attorney.

Please keep these important notes in mind as you respond to the following questions:

- Our goal is to make your privacy policy accurate while avoiding the need for frequent updates. Accordingly, in addition to your current practices, your answers should reflect what you plan to do in the foreseeable future.
- Your answers should reflect personal data you collect and “control” and not personal data you collect and process ***solely*** as a service provider for other companies. If your business is B2B, you should answer these questions with regard only to personal data that you collect and use for your own purposes, and not data that your B2B customers share on your platform, if you exercise no control over that data. If your business is both B2B and B2C, you should connect with your Gunderson Dettmer attorney to ensure the correct scope of information is being provided.

Select the channels through which you collect personal data:

- ☐ Website
- ☐ Mobile app
- ☐ Desktop app
- ☐ Internet-of-things device or other hardware
- ☐ Sites or services run by third parties, through embedded cookies, pixels or other tracking technologies
- ☐ Other:

- ☐ Please check here if you receive personal data about any third parties from your customers or users (including if you collect this information on your customers' or users' behalf).

For example, if your company is an HR SaaS platform and you gather personal data about your customer's employees for that customer. Or if your company is a media editing platform, and your users can process photos/videos of other people in connection with their use of your services.

LEGAL DISCLAIMER: Gunderson Dettmer Stough Villeneuve Franklin & Hachigian, LLP provides these materials for information purposes only and not as legal advice. This questionnaire is designed to help your Gunderson Dettmer attorney prepare your Company's privacy policy. The questions may need to be customized for your Company and may not cover all information required to be disclosed in your privacy policy. Applicable laws continue to evolve and this questionnaire may need to be accordingly updated. The provision of this questionnaire does not create any attorney-client or other relationship between you and Gunderson Dettmer Stough Villeneuve Franklin & Hachigian LLP. Contact your Gunderson Dettmer attorney if you are a current client and have questions.

Collection of Personal Data

Please fill out the chart in this section to help us understand the personal data you collect and share. The descriptions that follow explain the categories of third parties listed in the chart's third column.

- **Service Providers:** Companies that process personal data from you in the course of providing you with services (e.g. hosting providers, ISPs, HR/payroll platforms, payments processors).
- **Advertising Partners:** Companies in the marketing or advertising space, including those that help serve targeted ads (e.g. ad networks, data brokers that help with ads/marketing).
- **Analytics Partners:** Companies that provide analytics on web traffic or usage of the site (e.g. tools that track user clicks or how visitors found your site).
- **Business Partners:** Companies with whom you partner to offer goods or services to your users (e.g. joint products or promotions).
- **Parties Users Authorize, Access, or Authenticate:** Sites users knowingly access on or through your services or parties with whom a user directly shares information (e.g. social networks, sometimes through share buttons; third party accounts that users can connect to their account on your services).

<u>Category of Personal Data</u>	<u>Examples of Personal Data</u>	<u>Categories of Third Parties With Whom You Share the Personal Data</u>
<i>Instructions: please check all categories of data that you collect. If you do not collect any data in a given category, leave that box unchecked.</i>	<i>Instructions: please check the pieces of data you collect. Leave types of data that you don't collect unchecked. If you collect data that is not listed, please include it in the "Other" space.</i>	<i>Instructions: please check all categories of third parties with whom you share each category of data.</i>
<input type="checkbox"/> Profile or Contact Data	<input type="checkbox"/> First and last name <input type="checkbox"/> Email address <input type="checkbox"/> Phone number <input type="checkbox"/> Mailing address <input type="checkbox"/> Other: (if users create accounts, list all information collected in connection with account registration)	<input type="checkbox"/> Service Providers <input type="checkbox"/> Advertising Partners <input type="checkbox"/> Analytics Partners <input type="checkbox"/> Business Partners <input type="checkbox"/> Parties Users Authorize, Access or Authenticate <input type="checkbox"/> Other:

<u>Category of Personal Data</u>	<u>Examples of Personal Data</u>	<u>Categories of Third Parties With Whom You Share the Personal Data</u>
<input type="checkbox"/> Identifiers	<input type="checkbox"/> Social security number <input type="checkbox"/> Driver's license number <input type="checkbox"/> Passport number <input type="checkbox"/> Cultural or social identifiers (<i>for example, being a skateboarder, a Green Bay Packers fan or an environmental activist</i>) <input type="checkbox"/> Other:	<input type="checkbox"/> Service Providers <input type="checkbox"/> Advertising Partners <input type="checkbox"/> Analytics Partners <input type="checkbox"/> Business Partners <input type="checkbox"/> Parties Users Authorize, Access or Authenticate <input type="checkbox"/> Other:
<input type="checkbox"/> Payment Data	<input type="checkbox"/> Payment card type <input type="checkbox"/> Credit or debit card number (full number) <input type="checkbox"/> Credit or debit card number (last 4 digits only) <input type="checkbox"/> Bank account information <input type="checkbox"/> Billing address <input type="checkbox"/> Billing phone number <input type="checkbox"/> Billing email <input type="checkbox"/> Other:	<input type="checkbox"/> Payment Processor Only OR <input type="checkbox"/> Service Providers <input type="checkbox"/> Advertising Partners <input type="checkbox"/> Analytics Partners <input type="checkbox"/> Business Partners <input type="checkbox"/> Parties Users Authorize, Access or Authenticate <input type="checkbox"/> Other:
<input type="checkbox"/> Commercial Data	<input type="checkbox"/> Purchase history (<i>of products or services, either purchased, obtained, or considered</i>) <input type="checkbox"/> Consumer profiles (<i>collections of data to summarize or predict consumer interests or purchasing habits</i>) <input type="checkbox"/> Records of personal property <input type="checkbox"/> Other:	<input type="checkbox"/> Service Providers <input type="checkbox"/> Advertising Partners <input type="checkbox"/> Analytics Partners <input type="checkbox"/> Business Partners <input type="checkbox"/> Parties Users Authorize, Access or Authenticate <input type="checkbox"/> Other:

<u>Category of Personal Data</u>	<u>Examples of Personal Data</u>	<u>Categories of Third Parties With Whom You Share the Personal Data</u>
<input type="checkbox"/> Online Identifiers	<input type="checkbox"/> Unique identifiers such as account name and passwords <input type="checkbox"/> Other unique personal or online identifiers <input type="checkbox"/> Other:	<input type="checkbox"/> Service Providers <input type="checkbox"/> Advertising Partners <input type="checkbox"/> Analytics Partners <input type="checkbox"/> Business Partners <input type="checkbox"/> Parties Users Authorize, Access or Authenticate <input type="checkbox"/> Other:
<input type="checkbox"/> Device/IP Data	<input type="checkbox"/> IP address <input type="checkbox"/> Device ID <input type="checkbox"/> Domain server <input type="checkbox"/> Type of device/operating system/browser used to access the Services <input type="checkbox"/> Other:	<input type="checkbox"/> Service Providers <input type="checkbox"/> Advertising Partners <input type="checkbox"/> Analytics Partners <input type="checkbox"/> Business Partners <input type="checkbox"/> Parties Users Authorize, Access or Authenticate <input type="checkbox"/> Other:
<input type="checkbox"/> Web Analytics	<input type="checkbox"/> Browsing or search history <input type="checkbox"/> Web page interactions (including with ads) <input type="checkbox"/> Referring webpage/source through which users accessed the Services <input type="checkbox"/> Non-identifiable request IDs <input type="checkbox"/> Statistics associated with the interaction between device or browser and the Services <input type="checkbox"/> Other:	<input type="checkbox"/> Service Providers <input type="checkbox"/> Advertising Partners <input type="checkbox"/> Analytics Partners <input type="checkbox"/> Business Partners <input type="checkbox"/> Parties Users Authorize, Access or Authenticate <input type="checkbox"/> Other:

<u>Category of Personal Data</u>	<u>Examples of Personal Data</u>	<u>Categories of Third Parties With Whom You Share the Personal Data</u>
<input type="checkbox"/> Social Network Data	<input type="checkbox"/> Email <input type="checkbox"/> Phone number <input type="checkbox"/> User name on the social network <input type="checkbox"/> IP address <input type="checkbox"/> Device ID <input type="checkbox"/> Info from user's social media profile <i>specify:</i> <input type="checkbox"/> Other:	<input type="checkbox"/> Service Providers <input type="checkbox"/> Advertising Partners <input type="checkbox"/> Analytics Partners <input type="checkbox"/> Business Partners <input type="checkbox"/> Parties Users Authorize, Access or Authenticate <input type="checkbox"/> Other:
<input type="checkbox"/> Demographic Data	<input type="checkbox"/> Age / date of birth <input type="checkbox"/> Zip code <input type="checkbox"/> Gender <input type="checkbox"/> Race <input type="checkbox"/> Ethnicity <input type="checkbox"/> Sexual orientation <input type="checkbox"/> Political opinions <input type="checkbox"/> Religious beliefs <input type="checkbox"/> Union membership <input type="checkbox"/> Other:	<input type="checkbox"/> Service Providers <input type="checkbox"/> Advertising Partners <input type="checkbox"/> Analytics Partners <input type="checkbox"/> Business Partners <input type="checkbox"/> Parties Users Authorize, Access or Authenticate <input type="checkbox"/> Other:
<input type="checkbox"/> Professional or Employment-Related Data	<input type="checkbox"/> Resume <input type="checkbox"/> Job title <input type="checkbox"/> Job history <input type="checkbox"/> Performance evaluations <input type="checkbox"/> Other:	<input type="checkbox"/> Service Providers <input type="checkbox"/> Advertising Partners <input type="checkbox"/> Analytics Partners <input type="checkbox"/> Business Partners <input type="checkbox"/> Parties Users Authorize, Access or Authenticate <input type="checkbox"/> Other:

<u>Category of Personal Data</u>	<u>Examples of Personal Data</u>	<u>Categories of Third Parties With Whom You Share the Personal Data</u>
<input type="checkbox"/> Non-Public Education Data	<input type="checkbox"/> Grades or transcripts <input type="checkbox"/> Student financial information <input type="checkbox"/> Student disciplinary records <input type="checkbox"/> Other:	<input type="checkbox"/> Service Providers <input type="checkbox"/> Advertising Partners <input type="checkbox"/> Analytics Partners <input type="checkbox"/> Business Partners <input type="checkbox"/> Parties Users Authorize, Access or Authenticate <input type="checkbox"/> Other:
<input type="checkbox"/> Geolocation Data	<input type="checkbox"/> IP address-based location information <input type="checkbox"/> Specific location data (i.e. GPS) <input type="checkbox"/> Other:	<input type="checkbox"/> Service Providers <input type="checkbox"/> Advertising Partners <input type="checkbox"/> Analytics Partners <input type="checkbox"/> Business Partners <input type="checkbox"/> Parties Users Authorize, Access or Authenticate <input type="checkbox"/> Other:
<input type="checkbox"/> Biometric Data	<input type="checkbox"/> Fingerprints <input type="checkbox"/> Scan of face or hand geometry (including faceprints) <input type="checkbox"/> Voiceprints <input type="checkbox"/> Retina or iris scans <input type="checkbox"/> Genetic data <input type="checkbox"/> Other:	<input type="checkbox"/> Service Providers <input type="checkbox"/> Advertising Partners <input type="checkbox"/> Analytics Partners <input type="checkbox"/> Business Partners <input type="checkbox"/> Parties Users Authorize, Access or Authenticate <input type="checkbox"/> Other:

<u>Category of Personal Data</u>	<u>Examples of Personal Data</u>	<u>Categories of Third Parties With Whom You Share the Personal Data</u>
<input type="checkbox"/> Sensory Data	<input type="checkbox"/> Photos, videos or recordings of a user's environment <input type="checkbox"/> Other:	<input type="checkbox"/> Service Providers <input type="checkbox"/> Advertising Partners <input type="checkbox"/> Analytics Partners <input type="checkbox"/> Business Partners <input type="checkbox"/> Parties Users Authorize, Access or Authenticate <input type="checkbox"/> Other:
<input type="checkbox"/> Health Data	<input type="checkbox"/> Medical conditions <input type="checkbox"/> Weight <input type="checkbox"/> Health or exercise activity monitoring <input type="checkbox"/> Mental health information <input type="checkbox"/> Medical insurance information <input type="checkbox"/> Other:	<input type="checkbox"/> Service Providers <input type="checkbox"/> Advertising Partners <input type="checkbox"/> Analytics Partners <input type="checkbox"/> Business Partners <input type="checkbox"/> Parties Users Authorize, Access or Authenticate <input type="checkbox"/> Other:
<input type="checkbox"/> Inferences Drawn from Other Personal Data Collected	<input type="checkbox"/> Profiles reflecting user attributes, behavior, preferences or abilities/aptitudes <input type="checkbox"/> Other:	<input type="checkbox"/> Service Providers <input type="checkbox"/> Advertising Partners <input type="checkbox"/> Analytics Partners <input type="checkbox"/> Business Partners <input type="checkbox"/> Parties Users Authorize, Access or Authenticate <input type="checkbox"/> Other:

<u>Category of Personal Data</u>	<u>Examples of Personal Data</u>	<u>Categories of Third Parties With Whom You Share the Personal Data</u>
<input type="checkbox"/> Other Identifying Information that You Voluntarily Choose to Provide	<input type="checkbox"/> Identifying information in emails or letters from users <input type="checkbox"/> Other:	<input type="checkbox"/> Service Providers <input type="checkbox"/> Advertising Partners <input type="checkbox"/> Analytics Partners <input type="checkbox"/> Business Partners <input type="checkbox"/> Parties Users Authorize, Access or Authenticate <input type="checkbox"/> Other:
<input type="checkbox"/> Other:	<input type="checkbox"/> Other:	<input type="checkbox"/> Service Providers <input type="checkbox"/> Advertising Partners <input type="checkbox"/> Analytics Partners <input type="checkbox"/> Business Partners <input type="checkbox"/> Parties Users Authorize, Access or Authenticate <input type="checkbox"/> Other:

Sources of Personal Data

Please indicate the sources of the personal data that you collect:

- **Directly from the user:**

- ☐ Information the user provides
- ☐ Cookies, analytics or tracking tools placed on your website
- ☐ Cookies, analytics or tracking tools placed on third party sites
- ☐ Other:

- **From public records:**

- ☐ Records from the government, public social media posts, etc.
- ☐ Other:

- **From third parties:**

- ☐ Vendors – analytics providers
- ☐ Vendors – lead generation or creating user profiles
- ☐ Advertising partners (ad networks)
- ☐ Data brokers
- ☐ Social media networks (for example, if users can log into your service with or connect their Facebook/Google/Twitter accounts)
- ☐ Other:

- **Other:**

- ☐ Other:

Uses of Personal Data

This section contains our standard disclosure about how you use the personal data that you collect. Please let us know if any of these are not applicable (by unchecking) or applicable (by checking), or if you use personal data in any other way:

- **Providing, Customizing and Improving the Services:**

Providing users with the products, services or information they request.

Meeting or fulfilling the reason users provided the information to the Company.

Providing support and assistance for the Services.

Improving the Services, including testing, research, internal analytics and product development.

Personalizing the Services, website content and communications based on users' preferences.

Doing fraud protection, security and debugging.

Carrying out other business purposes stated when collecting users' Personal Data or as otherwise set forth in applicable data privacy laws, such as the California Consumer Privacy Act.

Creating and managing user accounts or other user profiles. *(if applicable)*

Processing orders or other transactions; billing. *(if applicable)*

Other:

- **Marketing the Services:**

Marketing and selling the Services.

Showing users advertisements, including interest-based or online behavioral advertising. *(if applicable)*

Other:

- **Corresponding with You:**

Responding to correspondence from users, contacting users when necessary or requested, and sending users information about the Company or the Services.

Sending emails and other communications according to user preferences or that display content that you think will interest users.

Other:

- **Meeting Legal Requirements and Enforcing Legal Terms:**

Fulfilling the Company's legal obligations under applicable law, regulation, court order or other legal process, such as preventing, detecting and investigating security incidents and potentially illegal or prohibited activities.

Protecting the rights, property or safety of users, the Company or another party.

Enforcing any agreements with users.

Responding to claims that any posting or other content violates third-party rights.

Resolving disputes.

Other:

- **Other:**

☐ Other:

Sharing of Personal Data

Tell us how you share the personal data you collect:

- **With Service Providers:**

- ☐ Hosting, technology and communication providers
- ☐ Security and fraud prevention consultants
- ☐ Analytics providers
- ☐ Support and customer service vendors
- ☐ Product fulfillment and delivery providers
- ☐ Payment processors:
 - ☐ Stripe
 - ☐ Square
 - ☐ Braintree
 - ☐ Other:

☐ Other:

- **With Advertising Partners:**

- ☐ Ad networks
- ☐ Data brokers
- ☐ Marketing providers
- ☐ Other:

- **With Business Partners:**

- ☐ Businesses that your users have a relationship with
Please explain:

- ☐ Companies that you partner with to offer joint promotional offers or opportunities
- ☐ Other:



- **With Parties that Users Authorize, Access or Authenticate:**

- ☐ Third parties that users access through the services
- ☐ Social media services
- ☐ Other users
- ☐ Other:

- **Other:**

- ☐ Other:

Sales of Personal Data

The CCPA distinguishes between two types of data sharing with third parties. Information can be disclosed for a “business purpose” or “sold.”

- **Disclosures for a business purpose** limit how a third party can use personal data you share with them. Generally, they can only use the data for the purpose of providing services to you and not for their own purposes.
- **Sales** of personal data are when you receive money, **or anything else of value**, in exchange for the personal data you’re sharing. This may include sharing your users’ personal data with an analytics or advertising partner, depending on the partner's rights with respect to that data.

The distinction between disclosing personal data for a business purpose and selling personal data may be difficult to determine. Please contact your Gunderson Dettmer attorney to help you further understand your obligations when you are “selling” personal data.

Given the distinction above, please let us know if you think you are selling personal data to these or any other third parties:

- ☐ We don’t sell personal data.
- ☐ We sell personal data to the following third parties:
 - ☐ Ad Networks
 - ☐ Data brokers
 - ☐ Marketing providers
 - ☐ CustomersIf so, please list and explain:

- ☐ Business Partners
If so, please list and explain:

- ☐ Other:

Additional Questions

Do users have the option to create an account?	<input type="checkbox"/> No <input type="checkbox"/> Yes
Are the services free, or are you selling anything (either products/goods, or services that users pay for)?	<input type="checkbox"/> Free <input type="checkbox"/> Paid
Will children (aged 16 and younger) be allowed to use your services? <i>Note: there are various laws that regulate how companies collect and process data from children. These requirements are quite onerous, so unless your product/service is explicitly aimed at children, we recommend excluding children as customers/users. If your product/service is aimed at children, let us know and we can discuss.</i>	<input type="checkbox"/> No <input type="checkbox"/> Yes
Do you collect personal data from users in Europe?	<input type="checkbox"/> No <input type="checkbox"/> Yes – we collect and control this data <input type="checkbox"/> Yes – but only as a service provider to our customers
– If yes, please explain what services you offer to people in the EU, and estimate what percent of your user base or sales are in the EU:	
– If yes, please describe the ways in which you market or plan to market to the EU and/or whether you ship goods or make services available in the EU (e.g. apps available for download):	
– If yes, please indicate whether you have an entity, offices or personnel in the EU:	
– If yes, please indicate whether you track online behavior of individuals in the EU:	<input type="checkbox"/> No <input type="checkbox"/> Yes
– If yes, tell us which transfer mechanism you are using to transfer personal data out of the EU:	<input type="checkbox"/> Privacy Shield certification <input type="checkbox"/> Model clauses
– If Privacy Shield certified, tell us who you are using for dispute resolution:	<input type="checkbox"/> Better Business Bureau <input type="checkbox"/> JAMS <input type="checkbox"/> Other:

<p>Do you do business in California and collect personal data from users there?</p> <p><i>On January 1, 2020, the California Consumer Privacy Act (CCPA) went into effect. This law contains a number of obligations for companies that are subject to it. Generally speaking, you are subject if you do business in CA and meet one of these three criteria: 1) annual gross revenue of over \$25,000,000; 2) handle data of more than 50,000 CA-based people or devices; or 3) 50% of your business revenue comes from selling personal data.</i></p>	<input type="checkbox"/> No <input type="checkbox"/> Yes <p>If yes, do you (or will you in the foreseeable future) meet any of the 3 listed criteria?</p> <input type="checkbox"/> No <input type="checkbox"/> Yes
<p>– If yes, do you offer users any kind of incentive or compensation for the use of their data?</p> <p><i>Under the CCPA, you are not allowed to discriminate against different users (for example, you can't discriminate against users who request that you do not sell their personal data). Notwithstanding that, you are, under certain narrow circumstances, allowed to offer users some kind of incentive or compensation for the use of their personal data. If you are offering users any different levels of service or prices based on how you use their data, select "Yes" and we can work with you to draft an appropriate disclosure.</i></p>	<input type="checkbox"/> No <input type="checkbox"/> Yes
<p>– If so, please briefly explain.</p>	
<p>– If yes, do you have the information of 10,000,000 or more CA-based people or devices?</p>	<input type="checkbox"/> No <input type="checkbox"/> Yes
<p>Is selling or sharing personal data a significant part of your business model?</p>	<input type="checkbox"/> No <input type="checkbox"/> Yes

Third Party Cookies

Please tell us which types of cookies you use in connection with your services (including your website and any mobile apps):

Cookie Type / Use				
<input type="checkbox"/> Essential <i>These are necessary for your site / services to work.</i>	<input type="checkbox"/> Functional <i>These help record user choices / preferences over time.</i>	<input type="checkbox"/> Analytics / Performance <i>These are for user tracking / analytics.</i>	<input type="checkbox"/> Ad Analytics <i>These help you track the performance of ads, if an ad was viewed, etc.</i>	<input type="checkbox"/> Ad Tracking <i>These help you serve interest-based ads.</i>

NOTE: Depending on the nature, location and risk profile of your business, you may need to do a more detailed analysis of your third party cookie usage. Your Gunderson Dettmer attorney can help you evaluate if completing the following chart is necessary at this stage.

Cookie Developer	Third Party Cookie Type / Use				
	Essential	Functional	Analytics / Performance	Ad Analytics	Ad Tracking
Adobe (Omniure)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amazon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AppNexus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Braintree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chartbeat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crowdsignal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Datadog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flurry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google (Adsense; Doubleclick)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google (Analytics; Firebase)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Impact Radius	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integral Ad Science	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LinkedIn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Microsoft (Bing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MOAT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oath	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OpenX	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PubMatic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Cookie Developer	Third Party Cookie Type / Use				
	Essential	Functional	Analytics / Performance	Ad Analytics	Ad Tracking
Rocket Fuel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Salesforce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Segment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Square	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stripe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yahoo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>