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What User Data Is Collected by StackAdapt's Pixel?



StackAdapt

13 days ago · Updated

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What Data does the StackAdapt Pixel transmit and collect?

Universal Pixel and Standalone Pixel (Javascript)

When a client implements StackAdapt's pixel, the following information is collected:

- IP Address
- Cookie ID
- User-Agent
- Referral page URL

Help

This information may be considered personal data in jurisdictions with an applicable data protection law.

The pixel generally transmits the following data to StackAdapt: IP address, User-Agent when available, contents of the cookie, and referral page URL. StackAdapt does not store or process directly identifying personal data such as names, emails, or credit card information. The referral URL is required by the Universal pixel to match URL events.

The act of firing the pixel also tells us some user behaviour on the site: the time-on-site, any additional pixel fire information (to track conversions). Some clients may customize their pixel to pass back dynamic value and customer information, which is only available to them in the client-facing interface, and the data is encrypted in our internal database.

Standalone Pixel (Image Based)

When a client implements an Image Based StackAdapt pixel, the following information is collected:

- IP Address
- Cookie ID

If you prefer not to pass back information contained in the Javascript versions of the pixel, you can utilize the Standalone Image Based pixel. For more information, see [Creating a Standalone Pixel](#).

Note: IP address is transmitted by default in any type of internet network call. However, StackAdapt hashes the IP address when it is stored in our database.

How are user information and revenue figures encrypted?

The information captured by the StackAdapt pixel is encrypted via the HTTPS web protocol, so the collected information is encrypted via SSL.

What is the data deletion process in StackAdapt if a user wishes to delete all the data StackAdapt has stored?

If a user chooses to exercise the right to delete their data, we will process that request. Since StackAdapt does not collect or store personal information such as names, addresses, emails, etc. we may require users to provide other forms of unique identifiers in order to properly process the request, for example, cookie ID or IP address.

To read our full user-facing Privacy Policy, [click here](#).

How can I access StackAdapt's list of sub-processors and DPA (Data Processing Agreement)?

StackAdapt's DPA (Data Processing Agreement) summarizes all our sub-processors and our privacy practices, including but not limited to GDPR and CCPA. The document is available by request;

please get in touch with the StackAdapt team. In order to view our list of sub-processors, please [click here](#).

What specific data is tracked by the StackAdapt cookie?

Cookie Name	Cookie Domain	Purpose	Data Stored	Length
user-id	srv.stackadapt.com	To be able to unique identify a user for retargeting, conversion, or look-a-like purposes	Anonymous randomly generated user ID	1 year
user-id-v2	srv.stackadapt.com	To be able to unique identify a user for retargeting, conversion, or look-a-like purposes	Anonymous randomly generated user ID (version 2)	1 year
sa-camp-*	srv.stackadapt.com	Tracks a campaign ID that a user has viewed or clicked	Campaign and Creative ID	Set by the pixel (up to 90 days)
sa_aid_pv	srv.stackadapt.com	Stores auction ID of a recent ad click (if engagement tracking is enabled on the universal pixel)	Auction ID	1 hour

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