LOKKER
POWERING PRIVACY

WHY THE WEB BROWSER IS A COMPANY'S GREATEST VULNERABILITY

More than 170,000 websites were analyzed to uncover the breadth of website privacy risks lurking beneath the surface.

170,000

websites were scanned to create this report

5.1 million

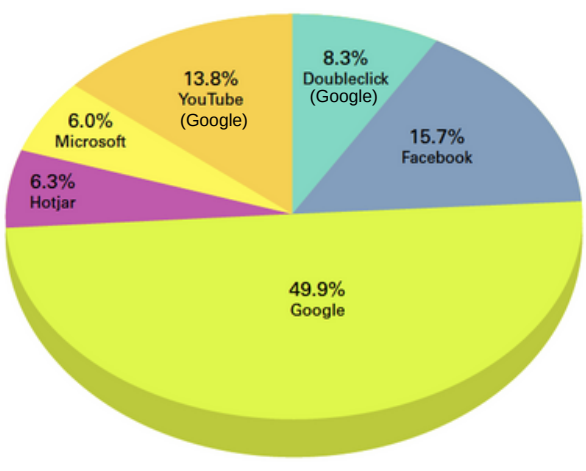
The total number of data privacy risks were found from our inspection

The Takeover of Third-Party Trackers

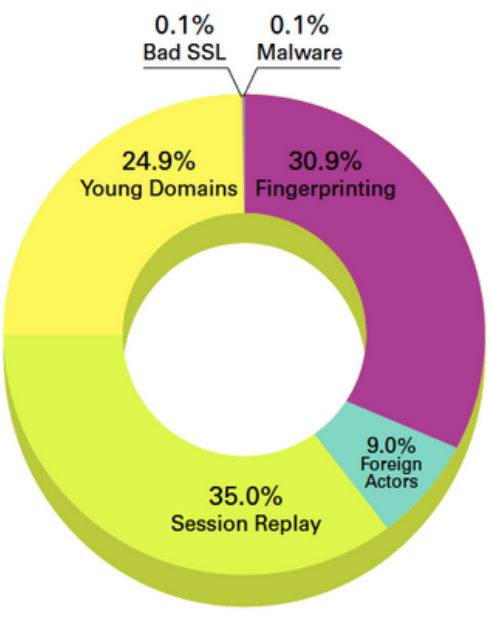
Trackers from the 3 online data giants — Google, Facebook, and Microsoft — were the most common. This includes sub-brands like Google's DoubleClick ad network and Microsoft's LinkedIn platform.

93% of

Online Trackers Are From Google (including DoubleClick and YouTube), Facebook, and Microsoft



Beyond Trackers, Other Web Privacy Threats Are Present



38,000+

Fingerprinting Scripts Mean Widespread Consumer Profiling

Fingerprinting scripts capture details like location, IP address, type of device, fonts installed that can be used by savvy data brokers to create profiles ('fingerprints') that are continually enriched until the visitor is identified.

11,000+

Scripts Originated in Russia, Belarus, China and Iran

Many cyber attacks (ransomware, distributed denial-of-service) are often initiated by known nation-state actors

Social Media Networks Are Harvesting Data

When a social media pixel is added to a website, visitors' browsing activity is shared with that social media site. This can be problematic when protected health or financial information is shared, especially when it's without the visitor's consent or knowledge.

Presence of Social Media Trackers Across Sites in Key Industry Segments

SECTOR						
Fortune 1000	46%	31%	21%	11%	6%	7%
Healthcare	40%	13%	8%	6%	5%	3%
Financial Services	36%	19%	10%	2%	2%	1%
Education	42%	15%	10%	2%	5%	5%

Concerns Over Cookies Continue

Cookies collect and store information (in the browser software), even after a visitor has left a site. The risk to companies is three-fold:

1. If a visitor requests that data is not collected or stored, is that customer data removed from the company's records (or suppressed)?
2. If a company is required to obtain consent from site visitors to issue cookies, is the consent tool listing all of the actual cookies?
3. If personal data is being stored in the cookie, is it being accessed by unauthorized third parties?

The 10 Most Common Cookies Are From These Domains

Microsoft	.linkedin.com
Google	.doubleclick.net
AddThis (Oracle)	.addthis.com
Google	.youtube.com
Index Exchange	.casalemedia.com
Microsoft	.c.clarity.ms
Bidswitch	.bidswitch.net
AppNexus	.adnxs.com
Rubicon Project	.rubiconproject.com
Microsoft	.c.bing.com

322

The highest number of cookies we saw on a single homepage during our scan of 170K websites.

26

Average number of cookies on a Fortune 1000 homepage

Prepare for 2023 Privacy Regulations

Given the recent class action lawsuits, the growing consumer concern about personal data privacy, and the imminent data privacy laws going into effect in 2023 in California, Virginia, Utah, Colorado, and Connecticut, there is increasing pressure on organizations to take control of data privacy risks on their websites.

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