# PIXEL TRACKING SECURITY & PRIVACY ASSESSMENT

## ENHANCE YOUR DATA PRIVACY, SECURITY, AND REGULATORY COMPLIANCE WITH A DEEP DIVE INTO DIGITAL MARKETING TRACKING TECHNOLOGIES

Increasing regulatory scrutiny, privacy concerns and litigation actions are moving organizations to review their marketing tracking technologies. Our Pixel Tracking Security & Privacy Assessment helps identify, evaluate, and mitigate risks associated with marketing analytics tools that may inadvertently overcollect or share sensitive user data with third parties.

We leverage advanced digital forensics and holistic assessment methodologies to analyze the presence and behavior of tracking technologies within your website's source code. The assessment delivers a clear view of potential privacy risks and compliance gaps, helping defend against litigation and empowering you with actionable recommendations.

## ASSESSMENT INCLUDES:

### SOURCE CODE ANALYSIS

Identify trackers such as Meta Pixel, Google Analytics, LinkedIn Insight Tag, etc.

### INVENTORY & CONFIGURATION REVIEW

Determine the extent of data collection (e.g., form submissions, mouse movements, IP addresses, potential PII).

### DATA FLOW MAPPING

Analysis of transmission patterns and whether collected data is shared with third-party entities

### RISK ASSESSMENT

Support legal counsel in evaluating adherence to privacy and consumer protection laws.

### TESTIMONY & REPORTING

Court-approved experts can testify to findings and provide written analysis detailing risks and mitigation strategies.

# Raising the Standard for Digital Privacy

## REAL-TIME TRACKING SNAPSHOT

- Real-time data transmission analysis to identify trackers that may capture sensitive user interactions and behavioral data
- Pinpoints potential privacy violations and compliance risks to minimize exposure

## ADVANCED FORENSICS METHODOLOGIES

- Assess whether tracking configurations align with privacy-by-design principles
- Evaluate potential for unauthorized data sharing with third-parties
- Expert guidance and testimony on risk mitigation and compliance strategies

## PRIVACY-FIRST APPROACH TO DATA SECURITY

- Ensure transparency in data collection
- Align with privacy regulations such as GDPR, CCPA, and HIPAA
- Strengthen consumer trust through responsible data practices

## RELATED SERVICES FROM CYBEREASON:

- Expert witness reporting and testimony
- Penetration testing
- Cyber crisis communications

## PROVEN EXPERTISE

**200,000+**
Penetration testing hours annually

**7,000+**
Cyber incidents investigated

**300+**
Seasoned experts worldwide

## TALK TO AN EXPERT

**Devon Ackerman**
**Global Head, DFIR**
Devon.Ackerman@cybereason.com

**Grant Duncan**
**CRO, Consulting**
Grant.Duncan@cybereason.com

**Contact us 24x7**
Response@cybereason.com