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Cookies, Beacons, and Pixels, Oh my!

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Focus on “Pixels”

- Why are we talking about pixels?
- What are pixels?
- What are the implications and what can you do?
- What does the future look like?

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PIXELS

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- **Pixel technology has been around for more than 20 years**
- **Prior scrutiny and litigation (cookies, session replay, pixels, etc.)**
- **Heightened scrutiny: 2022-present**
  - The Markup (June 6, 2022)
  - HHS: "Use of Online Tracking Technologies by HIPAA Covered Entities and Business Associates" (Dec. 2022)
  - FTC: *US v. GoodRx Holdings, Inc.* (Feb. 2023); *In re BetterHealth, Inc.* (Mar. 2023)
  - Class Actions: more than 235 "pixel" suits filed nationwide in the past year
    - 140+ VPPA suits
    - 85+ wiretap suits
  - State AGs

PIXELS

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- What Is a tracking “Pixel”?
- They are really tracking scripts
- Able to capture page views, form input CTA clicks, and more

HTML

<script>

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');
// Insert Your Facebook Pixel ID below.
fbq('init', '1111122222333333444');
fbq('track', 'PageView');
</script>
<!-- Insert Your Facebook Pixel ID below. -->
<noscript><img height="1" width="1" style="display:none"
src="https://www.facebook.com/tr?id=1111122222333333444&amp;ev=PageView&amp;noscript=1"
/></noscript>
<!-- End Facebook Pixel Code -->
```

<noscript>

Source: analyticsmania.com

Google Analytics · Meta · Google Tag Manager · TikTok · Adobe Analytics

PIXELS

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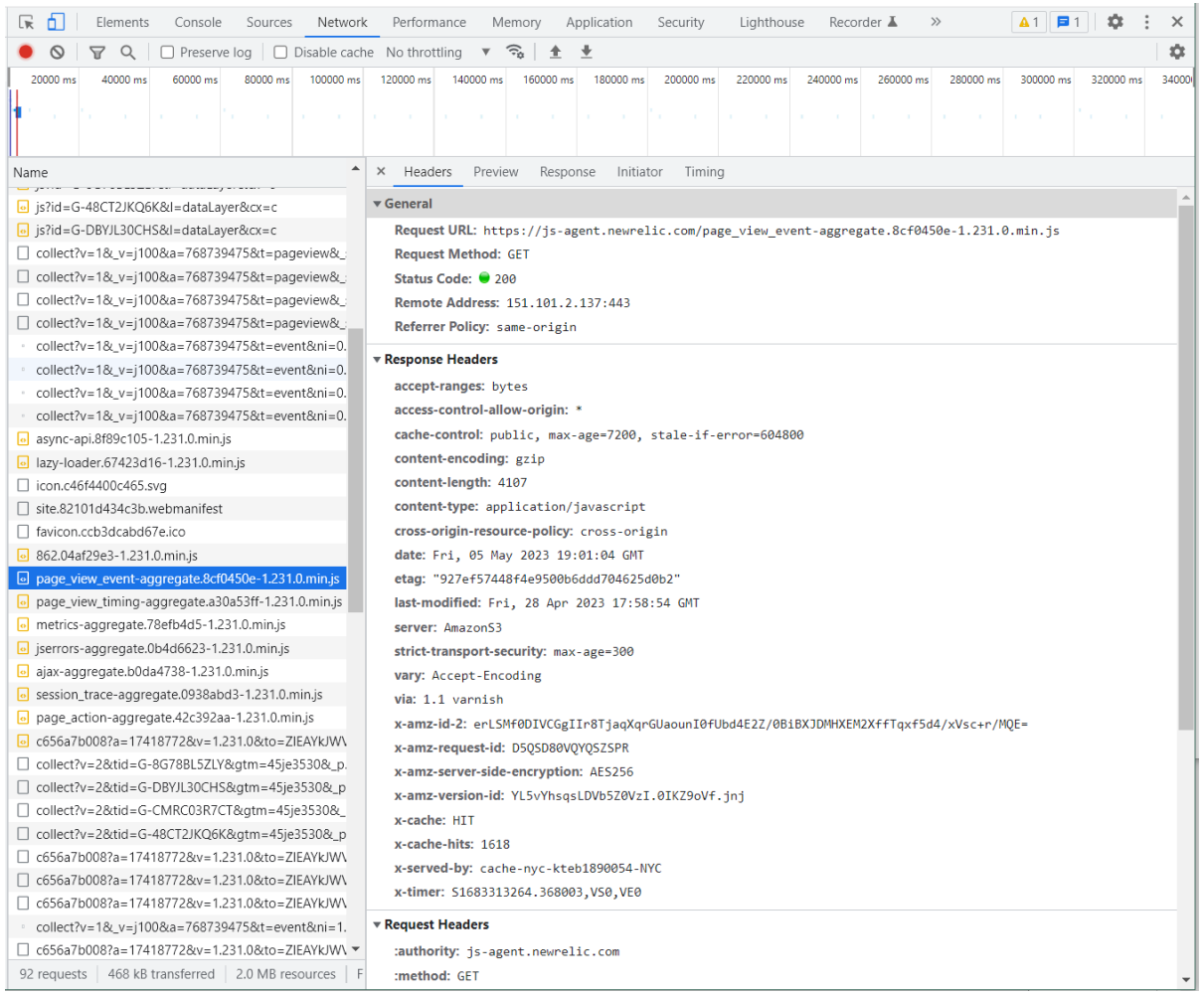

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