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# Cookies, Beacons, and Pixels, Oh my!

**Brian Lichter**  
Stroz Friedberg

**Mitchell Green**  
Stroz Friedberg

**Adam Cooke**  
Hogan Lovells

# 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?

- 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

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

```
HTML ?
1 <!-- Facebook Pixel Code -->
2 <script>
3 !function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
4 n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
5 n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
6 t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
7 document,'script','//connect.facebook.net/en_US/fbevents.js');
8 // Insert Your Facebook Pixel ID below.
9 fbq('init', '11112222333334444');
10 fbq('track', 'PageView');
11 </script>
12 <!-- Insert Your Facebook Pixel ID below. -->
13 <noscript></noscript>
16 <!-- End Facebook Pixel Code -->
```

Source: analyticsmania.com

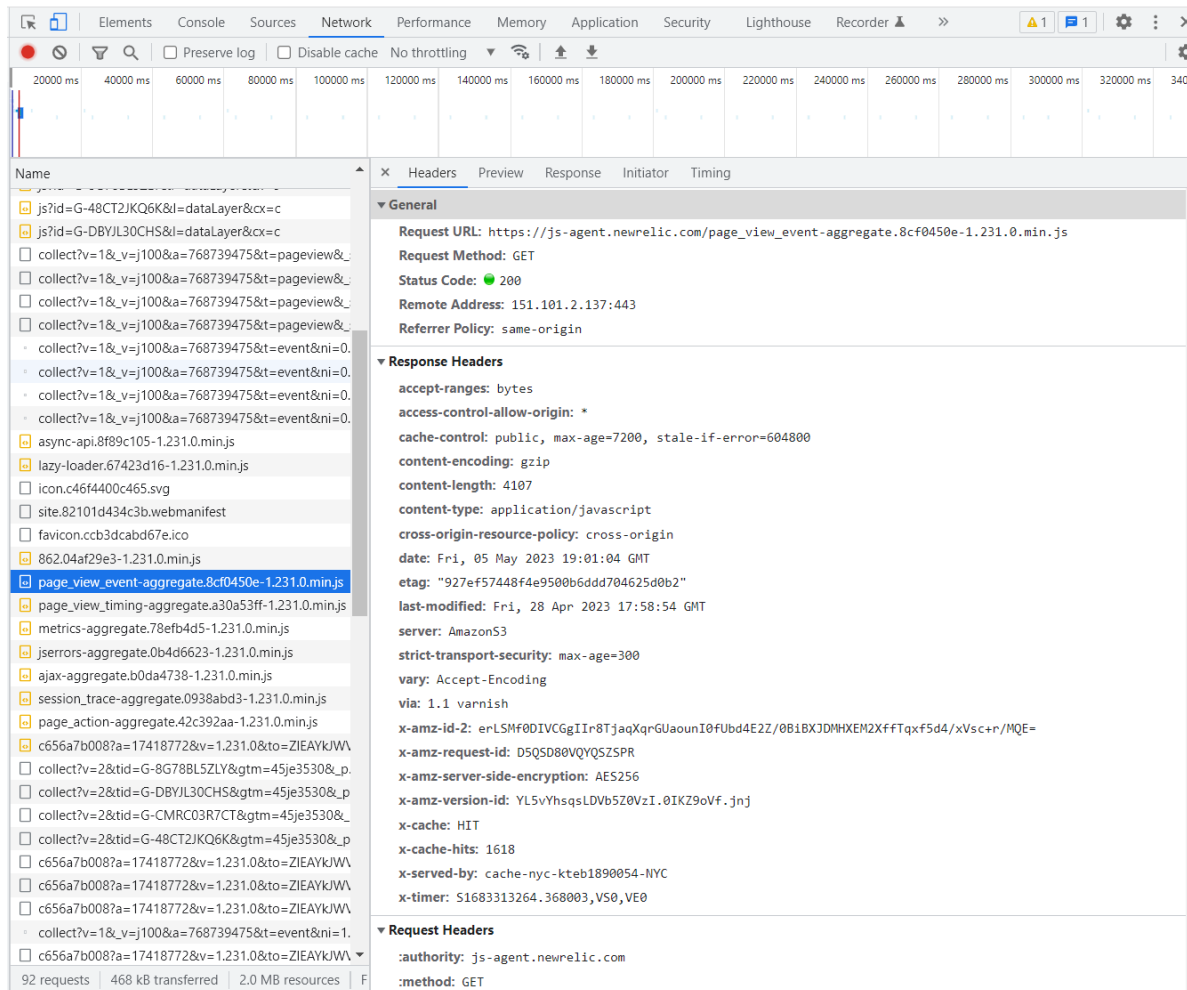


Google  
Tag Manager



Adobe  
Analytics





The screenshot shows the Chrome DevTools Network tab with a list of requests on the left and the details of a selected request on the right. The selected request is a GET request to `https://js-agent.newrelic.com/page_view_event-aggregate.8cf0450e-1.231.0.min.js`. The response headers are expanded, showing various metadata and security-related information.

Name	Headers
<code>js?id=G-48CT2JKQ6K&amp;l=dataLayer&amp;cx=c</code>	
<code>js?id=G-DBYJL30CHS&amp;l=dataLayer&amp;cx=c</code>	
<code>collect?v=1&amp;_v=j100&amp;a=768739475&amp;t=pageview&amp;_</code>	
<code>collect?v=1&amp;_v=j100&amp;a=768739475&amp;t=pageview&amp;_</code>	
<code>collect?v=1&amp;_v=j100&amp;a=768739475&amp;t=pageview&amp;_</code>	
<code>collect?v=1&amp;_v=j100&amp;a=768739475&amp;t=pageview&amp;_</code>	
<code>collect?v=1&amp;_v=j100&amp;a=768739475&amp;t=event&amp;ni=0.</code>	
<code>collect?v=1&amp;_v=j100&amp;a=768739475&amp;t=event&amp;ni=0.</code>	
<code>collect?v=1&amp;_v=j100&amp;a=768739475&amp;t=event&amp;ni=0.</code>	
<code>collect?v=1&amp;_v=j100&amp;a=768739475&amp;t=event&amp;ni=0.</code>	
<code>async-api.8f89c105-1.231.0.min.js</code>	
<code>lazy-loader.67423d16-1.231.0.min.js</code>	
<code>icon.c46f4400c465.svg</code>	
<code>site.82101d434c3b.webmanifest</code>	
<code>favicon.ccb3dcabd67e.ico</code>	
<code>862.04af29e3-1.231.0.min.js</code>	
<code>page_view_event-aggregate.8cf0450e-1.231.0.min.js</code>	
<code>page_view_timing-aggregate.a30a53ff-1.231.0.min.js</code>	
<code>metrics-aggregate.78efb4d5-1.231.0.min.js</code>	
<code>jserrors-aggregate.0b4d6623-1.231.0.min.js</code>	
<code>ajax-aggregate.b0da4738-1.231.0.min.js</code>	
<code>session_trace-aggregate.0938abd3-1.231.0.min.js</code>	
<code>page_action-aggregate.42c392aa-1.231.0.min.js</code>	
<code>c656a7b0087a=17418772&amp;v=1.231.0&amp;to=ZIEAYkJW</code>	
<code>collect?v=2&amp;tid=G-8G78BL5ZLY&amp;gtm=45je3530&amp;p.</code>	
<code>collect?v=2&amp;tid=G-DBYJL30CHS&amp;gtm=45je3530&amp;p</code>	
<code>collect?v=2&amp;tid=G-CMRC03R7CT&amp;gtm=45je3530&amp;</code>	
<code>collect?v=2&amp;tid=G-48CT2JKQ6K&amp;gtm=45je3530&amp;p</code>	
<code>c656a7b0087a=17418772&amp;v=1.231.0&amp;to=ZIEAYkJW</code>	
<code>c656a7b0087a=17418772&amp;v=1.231.0&amp;to=ZIEAYkJW</code>	
<code>c656a7b0087a=17418772&amp;v=1.231.0&amp;to=ZIEAYkJW</code>	
<code>collect?v=1&amp;_v=j100&amp;a=768739475&amp;t=event&amp;ni=1.</code>	
<code>c656a7b0087a=17418772&amp;v=1.231.0&amp;to=ZIEAYkJW</code>	

**General**

- Request URL: `https://js-agent.newrelic.com/page_view_event-aggregate.8cf0450e-1.231.0.min.js`
- Request Method: GET
- Status Code: 200
- Remote Address: 151.101.2.137:443
- Referrer Policy: same-origin

**Response Headers**

- `accept-ranges`: bytes
- `access-control-allow-origin`: \*
- `cache-control`: public, max-age=7200, stale-if-error=604800
- `content-encoding`: gzip
- `content-length`: 4107
- `content-type`: application/javascript
- `cross-origin-resource-policy`: cross-origin
- `date`: Fri, 05 May 2023 19:01:04 GMT
- `etag`: "927ef57448f4e9500b6ddd704625d0b2"
- `last-modified`: Fri, 28 Apr 2023 17:58:54 GMT
- `server`: AmazonS3
- `strict-transport-security`: max-age=300
- `vary`: Accept-Encoding
- `via`: 1.1 varnish
- `x-amz-id-2`: erLSMf0DIVCGItr8TjaqXqrGuaounI0fUbd4E2Z/0B1BXJDMHXEM2XffTqx5d4/xVsc+r/MQE=
- `x-amz-request-id`: D5Q5D80VQYQ5Z5SPR
- `x-amz-server-side-encryption`: AES256
- `x-amz-version-id`: YL5vYhsqSLDv5Z0VzI.0IKZ9oVf.jnj
- `x-cache`: HIT
- `x-cache-hits`: 1618
- `x-served-by`: cache-nyc-kteb1890054-NYC
- `x-timer`: S1683313264.368003,V50,VE0

**Request Headers**

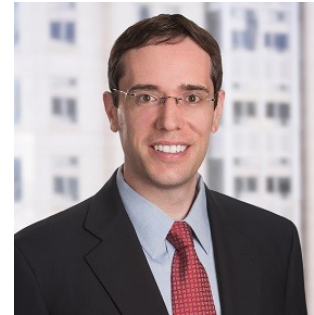
- `:authority`: js-agent.newrelic.com
- `:method`: GET

# Questions & Contacts



**Brian Lichter**

Vice President  
Stroz Friedberg



**Adam Cooke**

Counsel  
Hogan Lovells



**Mitchell Green**

Manager  
Stroz Friedberg