

# Platform & Features

The platform and feature documentation describes the Frosmo Platform and its main features in depth. The documentation also describes what data the platform collects and stores from websites, how the platform processes, uses, and secures the data, and how the platform integrates with external systems and services.

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## Version history

Version	Publication date	Description
12.0	2022-08-22	Added <a href="#">Visitors and sessions</a> . Updated <a href="#">Glossary</a> .
11.3	2022-08-19	Updated <a href="#">Security overview</a> . Update the following data documentation for clarity and usability: <ul style="list-style-type: none"><li>• <a href="#">Data collected from websites</a></li><li>• <a href="#">Data storage and retention</a></li><li>• <a href="#">Conversion attribution</a></li><li>• <a href="#">Default data tracking for a visitor</a></li><li>• <a href="#">Online privacy technologies and the Frosmo Platform</a></li></ul>
11.2	2022-06-30	Updated <a href="#">Data tracking overview</a> .
11.1	2022-06-16	Updated <a href="#">Feature: Affinity group</a> . Updated <a href="#">Glossary</a> .

11.0	2022-06-14	<p>Added <a href="#">Feature: Affinity group</a>.</p> <p>Updated the following documentation to reflect the addition of affinity groups:</p> <ul style="list-style-type: none"> <li>• <a href="#">Feature: Affinity</a></li> <li>• <a href="#">Feature: Modification</a></li> <li>• <a href="#">Feature: Recommendation</a></li> <li>• <a href="#">Feature: Segmentation</a></li> <li>• <a href="#">Data collected from websites</a></li> <li>• <a href="#">Visitor profiling</a></li> <li>• <a href="#">Glossary</a></li> </ul>
10.3	2022-05-09	Updated <a href="#">Feature: Workspace</a> .
10.2	2022-04-29	Removed all documentation about target groups.
10.1	2022-04-25	Updated <a href="#">Glossary</a> .
10.0	2022-04-19	<p>Updated <a href="#">Visitor profiling</a> (renamed from "Visitor profiling solutions").</p> <p>Updated <a href="#">Glossary</a>.</p>
9.9	2022-03-24	<p>Updated <a href="#">Technical overview</a>.</p> <p>Updated <a href="#">Feature: Modification</a>.</p>
9.8	2022-03-16	Updated <a href="#">Feature: Recommendation strategy</a> .
9.7	2022-03-15	Updated <a href="#">Feature: Affinity</a> .
9.6	2022-03-10	Updated <a href="#">Technical overview</a> .
9.5	2022-02-08	Updated <a href="#">Glossary</a> .
9.4	2022-02-04	Updated <a href="#">Feature: Affinity</a> .
9.3	2022-01-18	Updated <a href="#">Glossary</a> .
9.2	2021-12-16	Updated <a href="#">System and service integrations</a> .
9.1	2021-11-30	<p>Updated <a href="#">Data tracking overview</a>.</p> <p>Updated <a href="#">Context and shared context</a>.</p>
9.0	2021-11-04	<p>Added <a href="#">Feature: Affinity</a>.</p> <p>Updated <a href="#">Feature: Recommendation strategy</a>.</p> <p>Updated <a href="#">Glossary</a>.</p>
8.0	2021-08-17	Moved feature introductions from <a href="#">User Guides</a> and <a href="#">Developer Guides</a> to <a href="#">Features overview</a> .
7.0	2021-07-12	<p>Added <a href="#">Data tracking overview</a>.</p> <p>Added <a href="#">Conversion attribution</a>.</p> <p>Restructured the data collection and protection documentation:</p> <ul style="list-style-type: none"> <li>• <a href="#">Data collection and processing</a></li> <li>• <a href="#">Data protection and privacy</a></li> </ul>
6.10	2021-06-21	Updated <a href="#">System and service integrations</a> .
6.9	2021-06-10	Updated <a href="#">Data storage and retention</a> .
6.8	2021-05-31	<p>Updated <a href="#">Technical overview</a>.</p> <p>Updated <a href="#">Measuring and improving website performance</a>.</p>
6.7	2021-05-26	<p>Updated <a href="#">Technical overview</a>.</p> <p>Updated <a href="#">Glossary</a>.</p>
6.6	2021-04-12	<p>Updated <a href="#">Technical overview</a>.</p> <p>Updated <a href="#">Security overview</a>.</p>
6.5	2021-03-31	Updated <a href="#">Security overview</a> .

6.4	2021-03-08	Updated <a href="#">Glossary</a> .
6.3	2020-11-09	Added <a href="#">Online privacy technologies and the Frosmo Platform</a> . Updated <a href="#">Technical overview</a> .
6.2	2020-04-01	Updated <a href="#">Data storage and retention</a> and <a href="#">Glossary</a> .
6.1	2020-03-16	Updated <a href="#">Data storage and retention</a> .
6.0	2020-02-03	Added <a href="#">Context and shared context</a> .
5.8	2020-01-03	Updated <a href="#">Glossary</a> .
5.7	2019-12-04	Updated modification-related documentation to conform to the new modification UI introduced in the <a href="#">Happy Valley</a> release.
5.6	2019-10-09	Updated <a href="#">Glossary</a> .
5.5	2019-08-28	Updated <a href="#">Technical overview</a> .
5.4	2019-05-06	Updated <a href="#">Technical overview</a> .
5.3	2019-04-05	Updated <a href="#">Technical overview</a> .
5.2	2019-01-31	Updated <a href="#">Glossary</a> .
5.1	2019-01-09	Site maintenance updates.
5.0	2018-10-24	Added <a href="#">Default data tracking for a visitor</a> . Updated <a href="#">Glossary</a> .
4.4	2018-09-13	Removed the <b>Downloads</b> page and the standalone PDFs.
4.3	2018-09-03	Updated <a href="#">Technical overview</a> .
4.2	2018-05-31	Updated <a href="#">Data privacy description</a> . Updated <b>Visitor profiling solutions</b> .
4.1	2018-04-10	Added <b>Visitor profiling solutions</b> . Updated <a href="#">Security overview</a> .
4.0	2018-03-14	Added <a href="#">Platform policy</a> . Added <a href="#">Data privacy description</a> . Updated <a href="#">Technical overview</a> . Updated <a href="#">Data storage and retention</a> (previously "Data gathering and handling").
3.0	2018-01-31	Added <a href="#">Measuring and improving website performance</a> .
2.1	2017-12-18	Updated <a href="#">Technical overview</a> . Updated <a href="#">System and service integrations</a> .
2.0	2017-12-11	Added <a href="#">System and service integrations</a> .
1.3	2017-11-13	Updated <a href="#">Technical overview</a> . Updated <a href="#">Security overview</a> . Removed the <b>Transaction API conversion tracking</b> page.
1.2	2017-10-30	Updated <a href="#">Glossary</a> .
1.1	2017-10-23	Restructured and consolidated the documentation for better usability. Moved the standalone PDFs from the front page to the <b>Downloads</b> page. Cleaned up the <b>Transaction API conversion tracking</b> page.
1.0	2017-08-17	First public version of this documentation.