Data collected from websites

This document describes the data that the Frosmo Platform collects from customer websites.

The data can be categorized into:

- Modification performance data
- Product data
- Visitor data

✅ If you're looking for:

- Information about how the platform collects the data from websites, see Data tracking solutions.
- Information about where and how the platform stores the data, see Data storage and retention.
- Information about how Frosmo collects data from its own websites and user interfaces, see Frosmo Privacy Policy.

Modification performance data

The Frosmo Platform tracks the following data about a modification:

- Basic event counts:
    - Clicks
    - Displays
    - True displays
- Other performance-related event counts:
    - Conversions
    - Custom events
- Performance metrics:
    - Click-through rate (CTR)
    - Conversion rate (CR)
    - Total revenue

For more information about the data tracked for a modification, see Data tracking solutions.

Product data

Product data comes from product tracking.

Product data can include several attributes, such as:

- ID
- Brand
- Category or categories
- Image
- Name
- Price
- URL

The Frosmo Platform tracks product views and purchases separately for each visitor. Product data as such does not contain personal data.

Visitor data

The Frosmo Platform tracks the following data about a visitor on a website:

- **Behavioral data**

    Information about the visitor's actions on the website. For example:

    - Affinities the visitor has and affinity groups to which the visitor belongs
    - Content modifications the visitor has seen or clicked
    - Conversions and transactions the visitor has completed
    - Custom actions the visitor has performed (optional)
    - Custom events the visitor has triggered (optional)
    - How many times the visitor has visited the site
    - Logins (optional)
    - Products or items the visitor has viewed
    - Segments to which the visitors belongs
    - When the visitor has last visited the site
    - Whether this is the visitor's first visit on the site (a new visitor)

- **Contextual data**

  Information about the visitor that is not related to a specific website. For example:

  - Visitor's browser
  - Visitor's device (mobile, desktop, tablet)
  - Visitor's geolocation (country, region, city)

> ⚠ The Frosmo Platform can also collect personal data about visitors, such as email addresses and phone numbers, for the purpose of transferring the data to the customer's back-end systems or to third-party systems controlled by the customer. However, this data is collected only when explicitly agreed with the customer.