

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
9.1	2021-11-30	Updated Data tracking overview . Updated Context and shared context .
9.0	2021-11-04	Added Feature: Super-Affinity . Updated Feature: Recommendation strategy . Updated Glossary .
8.0	2021-08-17	Moved feature introductions from User Guides and Developer Guides to Features overview .
7.0	2021-07-12	Added Data tracking overview . Added Conversion attribution . Restructured the data collection and protection documentation: <ul style="list-style-type: none">• Data collection and processing• Data protection and privacy
6.10	2021-06-21	Updated System and service integrations .
6.9	2021-06-10	Updated Data storage and retention .
6.8	2021-05-31	Updated Technical overview . Updated Measuring and improving website performance .

6.7	2021-05-26	Updated Technical overview . Updated Glossary .
6.6	2021-04-12	Updated Technical overview . Updated Security overview .
6.5	2021-03-31	Updated Security overview .
6.4	2021-03-08	Updated Glossary .
6.3	2020-11-09	Added Online privacy technologies and the Frosmo Platform . Updated Technical overview .
6.2	2020-04-01	Updated Data storage and retention and Glossary .
6.1	2020-03-16	Updated Data storage and retention .
6.0	2020-02-03	Added Context and shared context .
5.8	2020-01-03	Updated Glossary .
5.7	2019-12-04	Updated modification-related documentation to conform to the new modification UI introduced in the Happy Valley release.
5.6	2019-10-09	Updated Glossary .
5.5	2019-08-28	Updated Technical overview .
5.4	2019-05-06	Updated Technical overview .
5.3	2019-04-05	Updated Technical overview .
5.2	2019-01-31	Updated Glossary .
5.1	2019-01-09	Site maintenance updates.
5.0	2018-10-24	Added Default configuration and data tracking for a visitor . Updated Glossary .
4.4	2018-09-13	Removed the Downloads page and the standalone PDFs.
4.3	2018-09-03	Updated Technical overview .
4.2	2018-05-31	Updated Data privacy description . Updated Visitor profiling solutions .
4.1	2018-04-10	Added Visitor profiling solutions . Updated Security overview .
4.0	2018-03-14	Added Platform policy . Added Data privacy description . Updated Technical overview . Updated Data storage and retention (previously "Data gathering and handling").
3.0	2018-01-31	Added Measuring and improving website performance .
2.1	2017-12-18	Updated Technical overview . Updated System and service integrations .
2.0	2017-12-11	Added System and service integrations .
1.3	2017-11-13	Updated Technical overview . Updated Security overview . Removed the Transaction API conversion tracking page.
1.2	2017-10-30	Updated Glossary .

1.1	2017-10-23	Restructured and consolidated the documentation for better usability. Moved the standalone PDFs from the front page to the Downloads page. Cleaned up the Transaction API conversion tracking page.
1.0	2017-08-17	First public version of this documentation.