

Web Audit of Netflix



Background:

Netflix provides an on-demand video streaming service, allowing subscribers to stream TV series and films. Netflix is a massively popular service, and finished 2016 with 98.3 million subscribers.

Cookies:

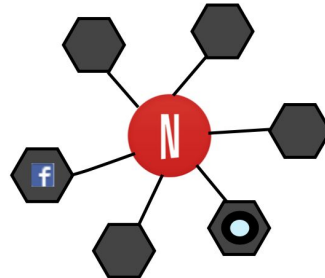
Netflix tracks user's data to maintain state between login sessions.

- Netflix uses three types of cookies: **essential**, **performance and functionality**, and **advertising**.
- Performance and functionality: cookies "are not essential, but help to personalize the user's online experience."
- These cookies collect information like popular pages, viewing patterns, click-through, and more to enhance their website and conduct market research.
- **Deleting these performance cookies will result in limited functionality of their service.**
- Netflix will not allow you to bypass

Third-Party Advertising

"Use information about your visit to this website, such as the pages you visit, your use of our service or your response to ads and emails, to deliver ads that are more relevant to you." These types of ads are called **"Interest-Based Advertising."**

Also uses Web Beacons (0x0 embedded images) in order to capture data to send to these third-parties.



Third Party Sites

nflximg.net

nflxvideo.net

thebrighttag.com

doubleclick.net

bidswitch.net

google.com

ethn.io

facebook.com

Secure Netflix Pages

Form Page	Form Field	Form security	Page Security
Login	username, password	Encrypted: HTTPS	strong key exchange: (ECDHE_RSA with P-256) strong cipher: (AES_128_GCM)
Search Bar	Search query	Encrypted: HTTPS	strong key exchange: (ECDHE_RSA with P-256) strong cipher: (AES_128_GCM)
Help Center	Help query	Encrypted: HTTPS	strong key exchange: (ECDHE_RSA with P-256) strong cipher: (AES_128_GCM)
Your Account	Redeem gift card or promo card	Encrypted: HTTPS	strong key exchange: (ECDHE_RSA with P-256) strong cipher: (AES_128_GCM)

Morality of Advertising Cookies:

"Many of the advertising cookies associated with our service belong to our Service Providers." - Privacy Policy

Netflix claims that they do not sell user data, but connections to 3rd party ad sites show that data **is** being given.

Potential Netflix agreements with major broadband providers exist that would allow the company to exchange traffic with the providers at no charge.