

Kentico contains a mechanism for collecting and sending data about the system's usage – the Kentico improvement program. The data helps guide the development of future versions. Providing this data to Kentico allows us to build a better product and platform for your applications by targeting the areas that are most used.

The program is completely optional and can be enabled or disabled when installing new projects, or at any time for existing projects using the **Send anonymous usage records to Kentico** setting in **Settings -> System**. By default, the program is **enabled**.

Participating in the Kentico improvement program does not significantly affect site performance. The system collects and sends the data using the **Send module usage data** scheduled task, once per week by default.

All collected data is **strictly anonymous** and for internal use only. Kentico does NOT acquire any data that could be used to identify the source of the information, such as:

- Domain names or IP addresses
- Computer or machine names
- Site names
- Page or object names
- Code stack traces

## Leaving the Kentico improvement program

You can leave the Kentico improvement program at any time:

1. In the Kentico administration, open the **Settings** application.
2. Select **System** in the settings tree.
3. In the **Site** selector, select the (*global*) option.
4. Scroll down to the **Kentico improvement program** category.
5. Clear the **Send anonymous usage records to Kentico** check box.
6. Click **Save**.

The above configuration completely disables the Kentico improvement program for your project, and the system no longer tracks or sends any data to Kentico.

## Tracked data

Below you can find a reference of all data types tracked by the Kentico improvement program.

### General data

- Server operating system
- Server architecture (x64, x86)
- CLR (Common Language Runtime) and .NET versions of the Kentico project
- Highest Kentico license edition

### Feature usage

- Authentication mode (Forms, Windows, Mixed)
- Usage of a separated database
- Staging status (whether logging of staging synchronization tasks is enabled)
- Object versioning status (whether object versioning is enabled globally)
- List of object types that use versioning

### Continuous integration data

- Status of the continuous integration feature (whether continuous integration is enabled)
- Number of object types used in continuous integration filtering rules (in the `CMS\App_Data\CiRepository\repository.config` file)
- Number of performed restore operations

## Web farm data

- Web farm synchronization status (whether web farm synchronization is enabled in either automatic or manual mode)
- Web farm synchronization interval (*Settings -> Versioning & Synchronization -> Web farm -> Synchronization interval* value)
- Number of web farms servers in the system (separated by status)
- Number of enabled web farm servers
- Number of queued web farm synchronization tasks that are unprocessed
- Number of queued web farm synchronization tasks that are unprocessed due to inactive web farm servers
- Number of queued web farm synchronization tasks that are in a failed state

## Cloud hosting data

- Hosting platform type (Microsoft Azure Cloud Services, Microsoft Azure Web Sites)
- CDN type (Microsoft Azure, Amazon)
- Type of the external file system storage provider (Amazon S3, Azure Blob Storage)

## Object counters

The Kentico improvement program tracks the *number* of the following objects:

- Pages (total)
- Related pages (total)
- Related pages (per page)
- Sites (total)
- Sites (running)
- Sites with a set Presentation URL
- Users
- Web parts
- MVC type page templates
- Boolean on-line marketing settings with a non-default value
- Chat rooms
- Device profiles
- Custom module license keys
- Custom modules with at least one related module license key
- Objects related to content only sites:
  - Content only page types (total)
  - Content only page types (in use)
  - Content only pages (total)
  - Content only pages (per content only site)
  - Content only sites (total)
- Objects that have custom CSS:
  - Transformations
  - Web parts
  - Web part layouts
  - Web part containers
  - Page layouts
  - Page templates (custom page layouts)
  - Device-specific page layouts

## E-commerce object counters

The Kentico improvement program tracks the *number* of the following E-commerce objects:

- Parent products (without variants and options)
- Product variants
- Product pages
- Orders
- Customers
- Sites with at least one order

- Exchange tables with an exchange rate from a global main currency to a site-specific main currency

## On-line marketing counters

The Kentico improvement program tracks the *number* of the following On-line marketing objects:

- Contacts
- Contact groups
- Enabled condition-based contact groups
- Enabled static contact groups
- Contacts in every contact group
- Contact groups containing at least 1 account
- Enabled marketing automation processes
- Disabled marketing automation processes
- Contacts in every marketing automation process
- Email campaigns
- Newsletters
- Marketing emails in every email campaign
- Marketing emails in every newsletter
- Double opt-in newsletters
- Email feeds that track link clicks
- Email feeds that track opened emails
- A/B tests in marketing emails
- Newsletter recipients (total)
- Recipients in every newsletter
- Email templates
- Email templates of the 'email' type
- Assigned templates for every email feed
- Personas
- Enabled personas
- Rules for every persona
- Contacts in every persona
- Reports
- Users subscribed to at least 1 report
- Scores
- Enabled scores
- Rules for every score
- Contacts in every score

## Data example

The following are examples of data sent as part of the Kentico improvement program (in JSON format).

The value in the **Identity** field is a randomly generated GUID that groups together data from a single source. The identity cannot be used to track the actual origin of the data.

```
{
  "DateTime": "2016-10-03T11:06:48.2368242Z",
  "Identity": "ba11814e-f55a-4681-949b-d070ff786f13",
  "DataSourceName": "CMS.Staging",
  "ProductVersion": "11.0",
  "DataCollectionTime": 0,
  "Items": [
    {
      "Key": "StagingEnabled",
      "Value": true,
      "Type": "Boolean"
    }
  ]
}
```



```
},
{
  "DateTime": "2016-10-03T11:06:48.2368242Z",
  "Identity": "ba11814e-f55a-4681-949b-d070ff786f13",
  "DataSourceName": "CMS.LicenseProvider",
  "ProductVersion": "11.0",
  "DataCollectionTime": 0,
  "Items": [
    {
      "Key": "HighestLicenseEdition",
      "Value": "EnterpriseMarketingSolution",
      "Type": "String"
    }
  ]
},
{
  "DateTime": "2016-10-03T11:06:48.2368242Z",
  "Identity": "ba11814e-f55a-4681-949b-d070ff786f13",
  "DataSourceName": "CMS.ObjectCount",
  "ProductVersion": "11.0",
  "DataCollectionTime": 9,
  "Items": [
    {
      "Key": "cms_user",
      "Value": 9,
      "Type": "Long"
    },
    {
      "Key": "cms_site",
      "Value": 5,
      "Type": "Long"
    },
    {
      "Key": "cms_webpart",
      "Value": 371,
      "Type": "Long"
    },
    {
      "Key": "ecommerce_customer",
      "Value": 0,
      "Type": "Long"
    },
    {
      "Key": "ecommerce_order",
      "Value": 0,
      "Type": "Long"
    },
    {
      "Key": "cms_document",
      "Value": 853,
      "Type": "Long"
    },
    {
      "Key": "cms_deviceprofile",
      "Value": 3,
      "Type": "Long"
    },
    {

```

```
    "Key": "reporting_report",  
    "Value": 396,  
    "Type": "Long"  
  },  
  {  
    "Key": "chat_room",  
    "Value": 2,  
    "Type": "Long"  
  }  
]  
,
```