This page provides information about personal data stored in Kentico, as well as the flow of this data and its purpose. You can use the information when analyzing the GDPR compliance of your websites.

> ❌ **Disclaimers**
>
> - This page only covers the **built-in Kentico functionality**. You also need to check any customized functionality for personal data handling.
> - This page is provided for **informational purposes only** and should not be relied upon as legal advice. You can use the information to identify personal data and its flow in the system, and take appropriate measures. However, we recommend consulting with a legally qualified professional to verify that your project complies with the GDPR.

The following is a list of the most important entities in Kentico that hold personal data. For every entity, the page displays up to three sets of data organized into tables. The first table contains a list of data considered as personal according to the GDPR Article 4, Paragraph 1, the corresponding database columns, as well as the purpose of the data. The second table contains a list of sources, describing the flow of personal data in the system. The third table contains information about other entities with personal data that contain a reference to the given entity. The data includes entities, database fields, purposes and sources that might under various conditions manipulate with personal information of natural persons (in the default Kentico functionality). Depending on your usage of features and configuration, parts of the information may not apply to your Kentico project.

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Accounts

Database table: OM_Account

[Accounts](#) are an on-line marketing entity representing organizations, companies, etc. They allow marketers to categorize [contacts](#) based on their affiliations.

> ⚠️ **Note**: Account data can be considered as personal only in cases where the account represents a natural person, not an entire organization (for example individual contractors).

Accounts – Stored personal data

Data	Column names	Purpose / Description

Address	AccountAddress1 AccountAddress2 AccountCity AccountZIP	- [User interface](#)
		  - Displayed in the *Contact management* application
		  - Displayed by the *My accounts* dashboard widget

Contact information	AccountEmail AccountFax AccountPhone	- [User interface](#)
		  - Displayed in the *Contact management* application
		  - Displayed by the *My accounts* dashboard widget

Name	AccountName	- [User interface](#)
		  - Displayed in the *Contact management* application
		  - Displayed by the *My accounts* dashboard widget
		  - Displayed in various administration interface locations to identify accounts
		- May be used for contact segmentation and automated marketing (assigning entire accounts to [Contact groups](#), account actions within [Marketing automation](#))
		- [Salesforce](#) – the account name may be used to set the company name when replicating contacts to Salesforce leads

System data	AccountCreated AccountLastModified AccountGUID AccountID	- AccountID and AccountGUID – used as identifiers within the system - AccountCreated and AccountLastModified – timestamps used by the system

| References to other entities | AccountOwner UserID AccountPrimar yContactID AccountSecon daryContactID AccountSubsid iaryOfID AccountCountr yID AccountStateID | AccountOwnerUserID – user responsible for managing the account AccountPrimaryContactID and AccountSecondaryContactID – significant contacts set for the account AccountSubsidiaryOfID – a different account of which the given account is a subsidiary AccountCountryID – country of the account's address AccountStateID – (federated) state of the account's address within the given country |

Accounts – Personal data sources

Source	Data flow
Account editing	- Users with access to the administration interface manually create or edit accounts in the *Contact management* application. - Users who are assigned as account owners can edit the data of accounts using the *My accounts* dashboard widget.

Accounts – References from entities containing personal data

Entity (Database table)	Column name	Description
Contact-account relationships (OM_AccountContact)	AccountID	Binding table containing relationships between accounts and the assigned contacts.

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Activities

Database table: OM_Activity

Activities are an on-line marketing entity which represents actions done on the live site by visitors (contacts). The system logs activities of various types, therefore activity records can contain different data based on the activity type. The type of each activity is determined by the value of the *ActivityType* column in the *OM_Activity* table.

Activities – Stored personal data

> ⚠️ **Activity personal data purpose**
>
> All activity data collected for contacts can be viewed by users of the administration interface in the activity log (in the *Contact management* application or displayed on dashboards using the *Activities* widget). Each activity may contain different data based on its type. For example, user registration activities contain a username in their title, but forum post activities do not.
>
> The data of logged activities is also used by the system when evaluating on-line marketing conditions, macro rules and methods (for example for automation process triggers or in scoring rules).

Data	Column names	Description

Referring URL	ActivityURLReferrer	• The URL referrer of the web request during which the activity occurred (for example may contain the URL of a site from which a visitor arrived)

Title	ActivityTitle	• The activity title contains personal data for the following activity types:
		  ○ Blog post subscription (*blogpostsubscription*) – the subscribed email address
		  ○ User login (*userlogin*) – the full name and email address of the authenticated user
		  ○ User registration (*userregistration*) – the full name and email address of the registered user

URL	ActivityURL	• The URL where the activity occurred contains personal data for the following activity types:
		  ○ Opened marketing email (*newsletteropen*) – a tracking link which includes the email address of the recipient
		  ○ Opted out from all marketing emails (*newsletterunsubscriptionfromall*) – an unsubscription link which includes the email address of the recipient
		  ○ Unsubscription from a single email feed (*newsletterunsubscription*) – an unsubscription link which includes the email address of the recipient

References to other entities	ActivityContactID ActivityItemID ActivityItemDetailID	- ActivityContactID – the contact who performed the activity (for all activity types) - ActivityItemID – contains references to objects related to the activity. The type of the object is determined by the activity type: - Blog comment (*blogcomment*) – the posted blog comment - Blog post subscription (*blogpostsubscription*) – the added blog post subscription - Clicked link in marketing email (*newsletterclickthrough*) – the email feed related to the email where the link was clicked - Event booking (*eventbooking*) – the attendee who registered for the event - Form submission (*bizformsubmit*) – the form for which the data record was submitted - Forum post (*forumpost*) – the forum where the post was added - Forum post subscription (*forumpostsubscription*) – the forum where the subscription was added - Message board comment (*messageboardcomment*) – the message board where the post was added - Message board subscription (*messageboardsubscription*) – the message board where the subscription was added - Opened marketing email (*newsletteropen*) – the email feed related to the opened email - Opted out from all marketing emails (*newsletterunsubscriptionfromall*) – the email feed issue where the unsubscription link was clicked - Purchase (*purchase*) – the created order - Subscription to a newsletter (*newslettersubscription*) – the newsletter (email feed) for which the subscription was added - Unsubscription from a single email feed (*newsletterunsubscription*) – the email feed for which the unsubscription occurred - User login (*userlogin*) – the user who signed in to the website - User registration (*userregistration*) – the registered user - ActivityItemDetailID – contains references to additional objects related to the activity. The type of the object is determined by the activity type: - Clicked link in marketing email (*newsletterclickthrough*) – the email feed issue where the link was clicked - Form submission (*bizformsubmit*) – the specific form data record that was submitted - Forum post (*forumpost*) – the added forum post - Forum post subscription (*forumpostsubscription*) – the added forum post subscription - Message board comment (*messageboardcomment*) – the added message board post - Message board subscription (*messageboardsubscription*) – the added message board subscription - Opened marketing email (*newsletteropen*) – the email feed issue that was opened - Subscription to a newsletter (*newslettersubscription*) – the added newsletter subscription - Unsubscription from a single email feed (*newsletterunsubscription*) – the email feed issue where the unsubscription link was clicked

Activities – Personal data sources

Source	Data flow
User and visitor actions	The system logs new activities when users or website visitors perform any of the monitored actions. Activity data is loaded from various types of related entities.

Manual editing	• Users with access to the administration interface can manually edit the **Title** and **URL** values of logged activities in the *Contact management* application or using the *Activities* dashboard widget.

Banned IPs

Database table: CMS_BannedIP

The Banned IP entity represents IP addresses that the system prohibits from accessing your website or from performing certain actions on your website, according to the specified ban type.

Banned IPs - Stored personal data

Data	Column names	Purpose / Description
IP address	IPAddress IPAddressRegular	• Blocking users with a banned IP address from accessing the website • Blocking banned actions within various system pages, web parts and controls – signing in, registering, E-commerce actions (such as ordering, editing shopping cart content, paying, etc.), other membership actions, subscribing to newsletters, registering for events, voting in polls, sending messages, contributing to message boards, blog comment actions, registering into groups, contributing to forums, rating content of pages, reporting website abuses, and user contribution actions. • Blocking authentication via external services for users with a banned IP address • Redirection of banned users to a predefined page
System data	IPAddressLastModified IPAddressID IPAddressGUID	• IPAddressLastModified – timestamp used by the system • IPAddressID and IPAddressGUID – used as identifiers within the system

Banned IPs - Personal data sources

Source	Data flow
Banned IPs	• Administrators manually enter banned **IP addresses** in the *Banned IPs* application. The system automatically generates a matching regular expression into the **IPAddressRegular** column.

Blog comments

Database table: Blog_Comment

The Blog comment entity represents individual comments made by either anonymous or authenticated users. The comments are related to blog post pages located in the content tree of the website.

Blog comments – Stored personal data

Data	Column names	Purpose / Description

Email address	CommentEmail	• User interface – displayed in:
		  ○ *Blogs* application
		  ○ Blog-related web parts (*Blog comments*, *Blog comments viewer*, *Comment view*, *Blog comments data source*, *Blog comments RSS feed*)
		  ○ Blog-related widgets (*My blogs comments*, *Blog comments*, *Blog comments RSS feed*)
		• Contacts – mapping of email addresses to the contact entity

Name	CommentUserName	• User interface – displayed in:
		  ○ *Blogs* application
		  ○ Blog-related web parts (*Blog comments*, *Blog comments viewer*, *Comment view*, *Blog comments data source*, *Blog comments RSS feed*)
		  ○ Blog-related widgets (*My blogs comments*, *Blog comments*, *Blog comments RSS feed*)
		• Email engine – displayed in the content of notification emails about updates to blog comment sections
		• Contacts – mapping of last names to the contact entity

URL	CommentURL	• The value is an optional URL (text) submitted by the comment's author
		• User interface – displayed in:
		  ○ *Blogs* application
		  ○ Blog-related web parts (*Blog comments*, *Blog comments viewer*, *Comment view*, *Blog comments data source*, *Blog comments RSS feed*)
		  ○ Blog-related widgets (*My blogs comments*, *Blog comments*, *Blog comments RSS feed*)

System data	CommentDate CommentInfo CommentID CommentGUID	• CommentDate – timestamp used by the system • CommentInfo – contains the comment author's browser user agent and IP address ○ Ensuring security, recognizing spam-producing users • CommentID and CommentGUID – used as identifiers within the system

References to other entities	CommentUserID
	CommentIsApprovedByUserID
	CommentPostDocumentID
		• CommentUserID – user associated with non-anonymous comments
		  ○ Displaying profile pictures of the users
		  ○ Subscribing authenticated users to comments
		  ○ Contact profiling and personalized marketing (Activities)
		• CommentIsApprovedByUserID – user responsible for approving the comment
		• CommentPostDocumentID – ID of the blog post to which the comment was submitted

Blog comments – Personal data sources

Source	Data flow

Blog comments	• Users submit comments for blog posts on the live site. • Users with access to the administration interface approve or edit comments in the *Blogs* application or on the live site.

Blog comments – References from entities containing personal data

Entity (Database table)	Column name	Description
Activities (OM_Activity)	ActivityItemID	The object related to the logged activity is a blog comment for activities of the *Blog comment* type – i.e., when the value of the ActivityType column is *blogcomment*.

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Blog subscriptions

Database table: Blog_PostSubscription

The Blog subscription entity represents subscriptions of users to comment sections of blog posts. When a new blog comment is submitted, the system retrieves subscriptions related to the blog post and sends notification emails to the email addresses provided by subscribers.

Blog subscriptions – Stored personal data

Data	Column names	Purpose / Description

Email address	SubscriptionEmail	• Email engine
		  ○ Sending notifications to subscribers about blog comment updates
		  ○ Sending subscription/unsubscription confirmations and subscription approval requests (double opt-in)
		• Contacts – mapping of email addresses to the contact entity
		• Contact profiling and personalized marketing (Activities)
		• User interface – displayed in:
		  ○ *Subscriptions* tab of the *Users* and *My profile* applications
		  ○ *My account* web part

System data	SubscriptionLastModified SubscriptionID SubscriptionGUID	• SubscriptionLastModified – timestamp used by the system • SubscriptionID and SubscriptionGUID – used as identifiers within the system
References to other entities	SubscriptionUserID SubscriptionPostDocumentID	• SubscriptionUserID – the subscribed user ○ Used to identify the subscriptions of individual users in the *Users* and *My profile* applications • SubscriptionPostDocumentID – the blog post page to which the subscription applies

Blog subscriptions – Personal data sources

Source	Data flow

Blog comments	New subscriptions are created when: • A user selects the *Subscribe to this blog post* check box while posting a blog post comment. • A user submits their email address through the subscription form.

Blog subscriptions – References from entities containing personal data

Entity (Database table)	Column name	Description
Activities (OM_Activity)	ActivityItemID	The object related to the logged activity is a blog subscription for activities of the *Blog post subscription* type – i.e., when the value of the ActivityType column is *blogpostsubscription*.

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Community group invitations

Database table: Community_Invitation

The system creates and stores invitations when users invite someone else to join a community group.

Community group invitations – Stored personal data

Data	Column names	Purpose / Description
Email address	InvitationUserEmail	• Stores the email address that was set when inviting people who are not registered users on the site (invitations to existing site users do not directly store an email address) • Email engine – used to send email invitations to the person who was invited to join the group • Can be displayed on the live site by the *My sent invitations* web part (to the user who sent the invitation)
System data	InvitationCreated InvitationLastModified InvitationID InvitationGUID	• InvitationCreated and InvitationLastModified – timestamps used by the system • InvitationID and InvitationGUID – used as identifiers within the system
References to other entities	InvitedUserID InvitedByUserID InvitationGroupID	• InvitedUserID and InvitedByUserID – the users related to the community group invitation ○ Used to display invitations by the *My invitations* and *My sent invitations* web parts • InvitationGroupID – the community group related to the invitation

Community group invitations – Personal data sources

Source	Data flow
Sending of group invitations	- The system creates invitations when a new group member is invited: - By users within the administration interface in the *Groups* application - By group members on the live site using the *Group profile* or *Group members* web part

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Chat messages

Database table: Chat_Message

The Chat functionality allows website visitors to communicate with each other in real time by sending text messages.

Chat messages – Stored personal data

Data	Column names	Purpose / Description
IP address	ChatMessageIPAddress	- The IP address of the user or visitor who sent the chat message - Can be used by site administrators for security purposes (e.g. recognizing and blocking spam-producing users) - User interface – displayed in message lists when editing chat rooms in the *Chat* application
Message text	ChatMessageText	- Stores the text of the chat message - System messages may contain the nick names of chat users ("User A has entered the room", etc.) - Displayed in the following locations: - In the administration interface in the *Chat* application - In the support chat menu within the administration interface header - On the live site by chat web parts (*Chat web part*, *Chat room messages*, *Chat send message*, etc.)
System data	ChatMessageCreatedWhen ChatMessageLastModified ChatMessageID	- ChatMessageCreatedWhen and ChatMessageLastModified – timestamps used by the system - ChatMessageID – used as an identifier within the system
References to other entities	ChatMessageRecipientID ChatMessageUserID	- ChatMessageRecipientID – the chat user to which the message was sent (for whisper messages) - ChatMessageUserID – the chat user who sent the message

Chat messages – Personal data sources

Source	Data flow	Related table

Chat users	• System messages containing user names load values from the nick name field of the related chat user.	Chat_User

Sending of chat messages	• Chat messages can be created in the following ways:
	  ○ Users with access to the administration interface send announcements or standard messages for chat rooms in the *Chat* application.
	  ○ Users with access to the administration interface initiate chat requests with an online user or contact on the *On-line users* tab in the *Users* or *Contact management* application.
	  ○ Users on the live site send messages using chat web parts (*Chat web part*, *Chat send message*, *Chat support request*, *Automatically initiated chat*).
	  ○ The system automatically creates messages when users perform chat actions (joining /leaving chat rooms, sending room invitations, etc.).
	• The message **IP address** value is loaded and stored automatically when a chat message is created.	

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Chat requests

Database table: Chat_InitiatedChatRequest

The Chat functionality allows users in the administration interface (website staff) to initiate chat requests with currently online visitors. The system stores information about the chat requests to allow the conversions to persist even if one of the involved users goes offline.

Chat requests – Stored personal data

Data	Column names	Purpose / Description
Nick name	InitiatedChatRequestInitiatorName	• Stores the chat nick name of the administrator who initiated the chat request • Displayed on the live site by the *Initiated chat* web part to users who receive the chat request
System data	InitiatedChatRequestLastModification InitiatedChatRequestID	• InitiatedChatRequestLastModification – timestamp used by the system • InitiatedChatRequestID – used as an identifier within the system
References to other entities	InitiatedChatRequestContactID InitiatedChatRequestUserID InitiatedChatRequestInitiatorChatUserID	• InitiatedChatRequestContactID – the contact for which the chat request is intended • InitiatedChatRequestUserID – the user for which the chat request is intended • InitiatedChatRequestInitiatorChatUserID – the chat user (administrator) who initiated the chat request

Chat requests – Personal data sources

Source	Data flow	Related table

Chat initiation	• Users with access to the administration interface initiate chat requests with an online user or contact on the *On-line users* tab in the *Users* or *Contact management* application.	
Chat users	• The chat request nick name value is loaded from the nick name of the chat user (administrator) who initiated the request.	Chat_User

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Chat users

Database table: Chat_User

Chat users represent authenticated or anonymous visitors who communicate through the Chat functionality.

Chat users – Stored personal data

Data	Column names	Purpose / Description
Nick name	ChatUserNickName	• Used to identify authors of chat messages and display which chat users are currently online • Used in the text of system chat messages ("User A has entered the room", etc.) • Displayed in the following locations: 　○ In the administration interface in the *Chat* application 　○ In the support chat menu within the administration interface header 　○ On the live site by chat web parts (*Chat web part*, *Chat room users*, *Chat on-line users*, etc.)
System data	ChatUserLastModification ChatUserID	• ChatUserLastModification – timestamp used by the system • ChatUserID – used as an identifier within the system
References to other entities	ChatUserUserID	• ChatUserUserID – the user account related to the given chat user object (is null for guest chat users)

Chat users – Personal data sources

Source	Data flow	Related table
Chat usage	• Chat users are created as a result of user actions in the following ways: 　○ Entering chat on the live site through the *Chat web part* or *Chat login* web part 　○ Accepting an initiated chat request on the live site through the *Initiated chat* or *Automatically initiated chat* web part 　○ Sending a support chat request on the live site through the *Chat support request* web part 　○ Initiating a chat request from the administration interface for the first time • Users with access to the administration interface can manually create chat users in the *Chat* application.	

Users		CMS_User CMS_User Settings
	• When creating chat users for authenticated users, the system sets the **nick name** value based on the nick name or full name of the given user account.	

Chat users – References from entities containing personal data

Entity (Database table)	Column name	Description
Chat messages (Chat_Message)	ChatMessageRecipientID ChatMessageUserID	The chat users who are the sender and recipient of the given message.
Chat requests (Chat_InitiatedChatRequest)	InitiatedChatRequestInitiatorChatUserID	The chat user (administrator) who initiated the chat request.

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Contacts

Database table: OM_Contact

Contacts are an on-line marketing entity representing website visitors and users. During the first visit of the website, an anonymous contact is created and linked to the current session. If further information is provided by the visitor through various sources, the system updates the contact and adds the information.

Contacts aggregate information about page visitors. This information is further processed by the system and can be used to deduce conclusions, such as marketing prospectiveness, about visitors and customers.

All of the data acquired by contacts may be viewed in the **Contact management** application.

Contacts – Stored personal data

Data	Column names	Purpose / Description

Address	ContactAddress1 ContactCity ContactZIP	• User interface – displayed in the *Contact management* application
		• Contact profiling and personalized marketing (Lead scoring, Personas, Contact groups)
		• Salesforce
		   ○ Mapping to Salesforce data
		   ○ Contact export to a third-party Salesforce organization

Campaign name	ContactCampaign	• User interface – displayed in the *Contact management* application

Email address	ContactEmail	**User interface** – displayed in various locations in the administration interface to identify contacts **Email engine** – sending emails to contacts - Contact profiling and personalized marketing (**Lead scoring**, **Personas**, **Marketing automation**) **Newsletters** - Sending marketing emails - Subscription/unsubscription - Bounce checking - Identification of contacts during **contact merging** and update **Salesforce** - Mapping to Salesforce data - Contact export to a third-party Salesforce organization **Activities** – titles of activities may contain the email address of the related contact **On-line users** – updating the data logged for sessions of on-line users - Building **reports**
Name	ContactFirstName ContactLastName ContactMiddleName	**User interface** – displayed in various locations in the administration interface to identify contacts - Contact profiling and personalized marketing (**Lead scoring**, **Personas**, **Marketing automation**) **Form controls** *Contact selector* form control - Selecting a contact's name from a list of all contact names **Salesforce** - Mapping to Salesforce data - Contact export to the third-party Salesforce organization **Newsletters** - Identification of contacts during **contact merging** and update - Propagating data to the Newsletter subscriber entity - Building subscriber names - Building **reports**
Natural personal data	ContactBirthday ContactGender	- Contact profiling and personalized marketing (**Lead scoring**, **Personas**) - ContactGender – displayed in **Contact demographics** - ContactBirthday – displayed in the *My contacts* web part and widget and the *Messages* application
Occupational information	ContactCompanyName ContactJobTitle	**User interface** – displayed in various administration interface locations that contain detailed contact information - Contact profiling and personalized marketing (**Lead scoring**, **Personas**) **Salesforce** - Mapping to Salesforce data - Contact export to a third-party Salesforce organization - ContactCompanyName – used to build **reports**

Phone numbers	ContactMobilePhone ContactBusinessPhone	[User interface] – displayed in various administration interface locations that contain detailed contact information - Contact profiling and personalized marketing ([Lead scoring], [Personas]) - ContactBusinessPhone - Displayed in notification emails - Building [reports]
System data	ContactCreated ContactLastModified ContactGUID ContactID	- ContactID – used as a unique identifier within the system - ContactCreated and ContactLastModified – timestamps used by the system - ContactGUID – used as a unique identifier in the following features: [Scoring] [Activities] - Cookies 3rd party: [Salesforce] [Strands Recommender]
References to other entities	ContactStatusID ContactCountryID ContactStateID ContactPersonaID ContactOwnerUserID ContactSalesForceLeadID	- ContactStatusID – marketing [status] of the contact - ContactCountryID – [country] of the contact's address - ContactStateID – (federated) state of the contact within the given country - ContactPersonaID – [persona] to which the contact is assigned - ContactOwnerUserID – user responsible for managing the contact - ContactSalesForceLeadID – identifier of a third-party Salesforce entity matching the contact

Contacts – Personal data sources

Source	Data flow	Related tables
Blogs	- Creation of blog comments saves the author's **last name** into the contact. - Subscription to blogs saves the given **email address** into the contact.	Blog_Comment Blog_PostSubscription
Campaigns	When a contact is created within the context of a specific [campaign], the campaign's name is saved into the contact's data.	
Contact editing	Users with access to the administration interface manually create or edit contacts in the *Contact management* application.	
Contact import	Manual [import of contacts] creates new contacts in the system or updates existing ones.	

Customers	• When a customer is created or updated, the system transmits data to contact fields according to mapping configuration. • Update of account details and processing of information obtained from the purchase order creates user relationships and updates the contact's properties. • Billing or shipping addresses used in a customer's orders are saved into the **address** fields of the corresponding contact.	COM_Customer
Forms	• Form submissions transmit data to contact fields according to mapping configuration.	Separate database table generated for each form.
Forums	• Creation of forum posts saves the author's **last name** and **email address** into the contact. • Subscription to forum posts saves the given **email address** into the contact.	Forums_ForumPost Forums_ForumSubscription
Geolocation	• If enabled, the Geolocation feature can update the contact's properties based on the visitor's IP address.	
Message boards	• Creation of message board comments saves the author's **last name** into the contact. • Subscription to message boards saves the given **email address** into the contact.	Board_MessageBoard_Subscription
Personas	• Updates of personas or contact scores trigger a re-evaluation of personas and assign contacts to the corresponding personas.	
Subscribers	• When a subscriber is created or updated, the system transmits data to contact fields according to mapping configuration. • Subscription to newsletters saves the given **first name** and **last name** into the contact. • Subscription to newsletters without double opt-in and access to approval pages or pages containing *Subscription approval* web part updates the contact's properties.	Newsletter_Subscriber
Users	• When a user is created or updated, the system transmits data to contact fields according to mapping configuration. • Retrieval of contact information from the login or register activity, submission of forms from the *Custom registration*, *My profile*, and *My account* web parts and *My profile* application creates user relationships and updates the contact's properties. • Usage of the *My newsletter subscriptions* web part updates the contact's properties.	CMS_User

Contacts – References from entities containing personal data

Entity (Database table)	Column name	Description

Accounts (OM_Account)	AccountPrimaryContactID AccountSecondaryContactID	Primary and secondary contacts set for accounts.
Activities (OM_Activity)	ActivityContactID	The contact who performed the given activity.
Chat requests (Chat_InitiatedChatRequest)	InitiatedChatRequestContactID	The contact for which the chat request is intended.
Contact membership relationships (OM_Membership)	ContactID	The contact related to a user/customer. The table contains records representing relationships between contacts and users/customers.
Contact-account relationships (OM_AccountContact)	ContactID	Binding table containing relationships between accounts and the assigned contacts. The optional role of the contact in the account is stored in the ContactRoleID column, which references a role from the OM_ContactRole database table.
Marketing automation states (CMS_AutomationState)	StateObjectID	The contact related to the given state of a marketing automation process. The type of the referenced object is stored in the StateObjectType column (the value is *om.contact* for contacts).
On-line users (CMS_Session)	SessionContactID	The contact related to the session stored for on-line user/contact entities.
Queued marketing emails (Newsletter_Emails)	EmailContactID	The contact who is the email recipient.
Shopping carts (COM_ShoppingCart)	ShoppingCartContactID	The contact related to the shopping cart. The system uses the reference to track abandoned shopping carts.

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Contact scores

Database table: OM_Score

Scoring is an on-line marketing feature that evaluates each contact based on their profile information and activity on the website. Score definitions can store an email address, which is used to send notification emails when a contact reaches a specified score value.

Contact scores – Stored personal data

Data	Column names	Purpose / Description

Email address	ScoreNotificationEmail	• **Email engine** – the system sends notification emails to the given address when a contact reaches a certain score value (specified in the *ScoreEmailAtScore* column) • **User interface** – displayed in the *Scoring* application
System data	ScoreID ScoreGUID ScoreLastModified	• ScoreID and ScoreGUID – identifiers used within the system • ScoreLastModified – timestamp used by the system

Contact scores – Personal data sources

Source	Data flow
Score editing	• Users with access to the administration interface manually edit notification address values for scores in the *Scoring* application.

E-commerce – Customers

Database table: COM_Customer

Customers are an e-commerce entity representing users who make purchases on the website. Every completed order is linked with a specific customer. Customers can either be anonymous (created for one specific order) or registered (linked with a user account).

Customer data is required to process orders and payments, and maintain e-commerce records.

⚠️ **Note**: For registered customers, the system automatically synchronizes **name**, **email address** and **phone number** data with the corresponding user account. The synchronization works in both directions whenever changes occur for the related entity.

Customers – Stored personal data

Data	Column names	Purpose / Description

Company information	CustomerCompany
	CustomerOrganizationID
	CustomerTaxRegistrationID
		• **User interface** – displayed as part of customer information in various administration interface locations:
		  ○ *Customers* application
		  ○ *Orders* application
		  ○ *Contact management* application
		  ○ *Orders* dashboard widget
		  ○ Customer selection dialogs
		• Used to set the *AddressPersonalName* field for the customer's company addresses
		• Used to prefill customer values during checkout for existing customers (done by the *Customer detail* checkout web part)
		• Displayed on the live site by checkout web parts, as well as the *My account* and *Customer edit company details* web parts
		• Displayed in E-commerce reports
		• CustomerTaxRegistrationID – used to exempt customers from tax (for tax classes that have the *Zero tax if tax ID is supplied* flag enabled)

Email address	CustomerEmail	- Email engine – sending e-commerce email notifications to customers - User interface – displayed as part of customer information in various administration interface locations: *Customers* application *Orders* application *Contact management* application *Orders* dashboard widget - Customer selection dialogs - Saved into the email address field of related users and contacts representing customers (according to mapping configuration) - Saved into the username field of new user objects when registering customers, if a separate username value is not set - Used to validate the uniqueness of email addresses when registering customers - Sent to third-party payment gateways when performing payment transactions (Pay Pal and Authorize.Net gateways by default) - Used to prefill customer values during checkout for existing customers (done by the *Customer detail* checkout web part) - Displayed on the live site by checkout web parts and the *My account* web part - Displayed in E-commerce reports
Fax	CustomerFax	Not displayed or processed by default.
Name	CustomerFirstName CustomerLastName	- User interface – displayed as part of customer information in various administration interface locations: *Customers* application *Orders* application *Contact management* application *Orders* dashboard widget - Customer selection dialogs - Saved into the name fields of related users and contacts representing customers (according to mapping configuration) - Used to set the *AddressPersonalName* field for the customer's billing and shipping addresses - Sent to third-party payment gateways when performing payment transactions (Pay Pal gateway by default) - Displayed on the live site by checkout web parts and the *My account* web part - Displayed in E-commerce reports
Phone number	CustomerPhone	- User interface – displayed when editing customers in the *Customers* application - Saved into the phone number field of related users and contacts representing customers (according to mapping configuration) - Prefilled as the default phone value for the customer's addresses - Sent to third-party payment gateways when performing payment transactions (Pay Pal gateway by default) - Displayed on the live site by checkout web parts and the *My account* web part - Displayed in E-commerce reports

System data	CustomerID CustomerGUID CustomerCreated CustomerLastModified	• CustomerID and CustomerGUID – used as identifiers within the system • CustomerCreated and CustomerLastModified – timestamps used by the system
References to other entities	CustomerUserID CustomerSiteID	• CustomerUserID – the user related to the customer (for registered customers) • CustomerSiteID – the site on which the customer was created (only for anonymous customers)

Customers – Personal data sources

Source	Data flow	Related tables
Order checkout	• Customers submit data when checking out orders on the live site (via the *Customer detail* web part). For new customers, the web part creates the customer object when the visitor inputs valid data into the customer form and moves to the next checkout step.	
Customer editing	• Users with access to the administration interface manually edit customer data in the *Customers* application. • Users with access to the administration interface can add new customers while manually creating orders in the *Orders* application. • Customers edit their data on the live site through the *My account* or *Customer edit company details* web parts.	
Users	• When the **name**, **email address** and **phone number** data of a user account is modified, the system automatically transfers the values to all customer objects associated with the given user.	CMS_User CMS_UserSettings

Customers – References from entities containing personal data

Entity (Database table)	Column names	Description
Contact membership relationships (OM_Membership)	RelatedID	The customer related to a given contact. The table contains records representing relationships between contacts and users/customers. Records representing customer relationships have the value of the MemberType column set to 1.
Customer addresses (COM_Address)	AddressCustomerID	The customer related to the address.
Customer credit events (COM_CustomerCreditHistory)	EventCustomerID	The customer for which the <u>customer credit</u> record was logged.
Orders (COM_Order)	OrderCustomerID	The customer who created the order.

Shopping carts (COM_ShoppingCart)	ShoppingCartCustomerID	The customer who created the shopping cart.

E-commerce – Customer addresses

Database table: COM_Address

The system stores various types of addresses (billing, shipping or company) for Customers who make purchases on the website. The addresses are required to process orders and payments, deliver order shipments, and maintain e-commerce records.

Customer addresses – Stored personal data

Data	Column names	Purpose / Description
Address	AddressCity AddressLine1 AddressLine2 AddressName AddressZip	• Used to process e-commerce orders (billing, shipping and company addresses). Automatically saved into the address values of created orders. • Billing addresses are sent to third-party payment gateways when performing payment transactions (by default used by the PayPal and Authorize.Net gateways). • Used to prefill address values during checkout for existing customers (done by the *Customer address* checkout web part). • Billing address values are saved into the address fields of contacts representing customers. • User interface – displayed in the *Customers* application under the *Addresses* tab. • Displayed on the live site by checkout web parts, the *My account* and *Customer edit address form* web parts.
Name	AddressPersonalName	• Labels addresses with the customer's name for easier identification • User interface – displayed in the *Customers* application under the *Addresses* tab • Displayed on the live site by checkout web parts, the *My account* and *Customer edit address form* web parts
Phone number	AddressPhone	• Saved into the mobile phone field of contacts representing customers. • User interface – displayed in the *Customers* application under the *Addresses* tab • Displayed on the live site by checkout web parts, the *My account* and *Customer edit address form* web parts
System data	AddressID AddressGUID AddressLastModified	• AddressID and AddressGUID – used as identifiers within the system • AddressLastModified – timestamp used by the system
References to other entities	AddressCustomerID AddressCountryID AddressStateID	• AddressCustomerID – the customer related to the address • AddressCountryID – country of the customer address • AddressStateID – (federated) state within the given country

Customer addresses – Personal data sources

Source	Data flow
Order checkout	• Customers submit billing/shipping address data when checking out orders (via the *Customer address* web part). • The *AddressName* value is a summary, automatically composed from the other address data fields. • When creating addresses, the customer's name is saved into the *AddressPersonalName* field.
Address editing	• Users with access to the administration interface manually edit customer addresses in the *Customers* application. • Customers edit their address data on the live site through the *My account* or *Customer edit address form* web parts.

Customer addresses – References from entities containing personal data

Entity (Database table)	Column names	Description
Shopping carts (COM_ShoppingCart)	ShoppingCartBillingAddressID ShoppingCartShippingAddressID ShoppingCartCompanyAddressID	The billing, shipping and company addresses specified for the given shopping cart. The billing address is always required for completed shopping carts, the shipping and company addresses are optional.

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E-commerce – Orders

Database table: COM_Order

[Orders](#) represent purchases that customers make on e-commerce websites. Typically, customers create orders on the live site by going through a [checkout process](#). Users with access to the administration interface can also edit or create orders in the *Orders* application.

Order data is required to process orders and payments, generate invoices, and maintain e-commerce records.

The order entity can be used to obtain information about the products purchased by specific customers (when combined with the data of the related order items).

Orders – Stored personal data

Data	Column names	Purpose / Description

Date and time	OrderDate	- The date and time when the customer placed the order - Used by the system when recalculating existing orders (for example to evaluate discount validity) - User interface – displayed in the *Orders* application and by the *Orders* dashboard widget
Invoice	OrderInvoice	- Stores the full HTML code of the invoice for the order. May contain personal data of the related customer. - User interface – displayed in the *Orders* application - Can be displayed on the live site for registered customers through links to the *~/CMSModules /Ecommerce/CMSPages/GetInvoice.aspx* system page
Payment data	OrderPaymentResult	- Stores details of the order's payment status - Processed by the system's payment gateways - User interface – displayed in the *Orders* application
User input	OrderNote	- Stores the text of notes that customers add to their purchase during the checkout process - Can be included in e-commerce email notifications - May be sent to third-party payment gateways when performing payment transactions (for example PayPal) - User interface – displayed in the *Orders* application and by the *Orders* dashboard widget
Tracking number	OrderTrackingNumber	- User interface – displayed in the *Orders* application and by the *Orders* dashboard widget - Can be displayed on the live site (by default via the *My account* web part)
System data	OrderID OrderGUID OrderLastModified	- OrderID and OrderGUID – used as identifiers within the system. The OrderID value is used to generate invoice numbers by default. - OrderLastModified – timestamp used by the system
References to other entities	OrderBillingAddressID OrderShippingAddressID OrderCompanyAddressID OrderCustomerID OrderCreatedByUserID	- OrderBillingAddressID, OrderShippingAddressID, OrderCompanyAddressID – the order address used for the order's billing, shipping or company address respectively. The billing address is always required, the shipping and company addresses are optional. - OrderCustomerID – the customer who created the order - OrderCreatedByUserID – the user who created the order (for registered customers)

Orders – Personal data sources

Source	Data flow	Related tables

Invoice template	• The system generates the **invoice** for orders according to a template defined in the *Store configuration* or *Multistore configuration* application (when creating new orders or if an administrator re-generates an invoice in the *Orders* application).	
Order editing	• Users with access to the administration interface manually edit or create orders in the *Orders* application.	
Payment options	• The system's payment gateways set the **payment data** for orders when processing payments.	
Shopping carts	• When a customer completes checkout on the live site, the system automatically creates a new order based on the customer's shopping cart. Transfers information, such as the **order note**.	COM_ShoppingCart

Orders – References from entities containing personal data

Entity (Database table)	Column names	Description
Activities (OM_Activity)	ActivityItemID	The object related to the logged activity is an order for activities of the *Purchase* type – i.e., when the value of the ActivityType column is *purchase*.
Order items (COM_OrderItem)	OrderItemOrderID	The order containing the given order item (product).
Order status changes (COM_OrderStatusUser)	OrderID	The order whose status was changed. The *COM_OrderStatusUser* table tracks changes in statuses for orders. The *ChangedByUserID* column of this table can be used to connect the order with a user (the administrator who performed the order status change).
Customer credit events (COM_CustomerCreditHistory)	EventName	The text values stored in the *EventName* column of customer credit records may contain the ID of the related order.

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E-commerce – Order items

Database table: COM_OrderItem

Every order item represents one or more units of a given product within an Order created by a customer. Order items can either be standard products, product variants, or product options that were purchased together with another product.

Order item data is required to process orders and payments, generate invoices, and maintain e-commerce records.

Order items do not directly contain any personal data, but can be used to obtain information about the products purchased by specific customers (when combined with the data of the related order).

Order items – Stored personal data

Data	Column names	Purpose / Description

References to other entities	OrderItem SKUID OrderItem OrderID	• Each item stores a reference to the related product and order
		• Processed by the system when calculating and evaluating orders (total prices, shipping, discounts, etc.)
		• Used to display the products contained within orders:
		  ○ In the *Orders* application of the administration interface
		  ○ In order invoices and e-commerce email notifications (by default)
		• Order items are sent to certain third-party payment gateways when performing payment transactions (by default used by the PayPal gateway)

Order items – Personal data sources

Source	Data flow	Related tables
Order editing	• Users with access to the administration interface can add, remove or update order items in the *Orders* application (only for orders that have not been paid yet).	
Shopping cart items	• When a customer completes checkout on the live site, the system automatically creates order items for the new order based on the customer's shopping cart.	COM_ShoppingCartSKU

E-commerce – Order addresses

Database table: COM_OrderAddress

The system stores various types of addresses (billing, shipping or company) for Orders. The addresses are required to process orders and payments, generate invoices, deliver order shipments, and maintain e-commerce records.

Order addresses – Stored personal data

Data	Column names	Purpose / Description
Address	AddressCity AddressLine1 AddressLine2 AddressZip	• Used to process orders (billing, shipping and company addresses) • Billing addresses are sent to third-party payment gateways when performing payment transactions (by default used by the PayPal and Authorize.Net gateways) • User interface – displayed in the *Orders* application when editing orders on the *Shipping* and *Billing* tabs • Displayed in order invoices and e-commerce email notifications (by default)

Name	AddressPersonalName	• Labels addresses with the customer's name for easier identification • User interface – displayed in the *Orders* application when editing orders on the *Shipping* and *Billing* tabs • Displayed in order invoices and e-commerce email notifications (by default)
Phone number	AddressPhone	• User interface – displayed in the *Orders* application when editing orders on the *Shipping* and *Billing* tabs
System data	AddressID AddressGUID AddressLastModified	• AddressID and AddressGUID – used as identifiers within the system • AddressLastModified – timestamp used by the system
References to other entities	AddressCountryID AddressStateID	• AddressCountryID – country of the order address • AddressStateID – (federated) state within the given country

Order addresses – Personal data sources

Source	Data flow	Related tables
Customer addresses	• When a customer completes checkout on the live site, the system automatically creates order addresses based on the customer's shopping cart and the data of the referenced customer addresses.	COM_Address
Address editing	• Users with access to the administration interface manually edit order addresses in the *Orders* application.	

Order addresses – References from entities containing personal data

Entity (Database table)	Column names	Description
Orders (COM_Order)	OrderBillingAddressID OrderShippingAddressID OrderCompanyAddressID	The billing, shipping and company addresses specified for the given order. The billing address is always required, the shipping and company addresses are optional.

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E-commerce – Shopping carts

Database table: COM_ShoppingCart

Customers purchase products by browsing the website and adding items to their shopping cart. The system stores the shopping cart of each customer until they complete the checkout process, or until the cart is abandoned and cleared. When a customer completes checkout, the system automatically converts the given shopping cart into an order and then deletes the cart.

The shopping cart entity can be used to obtain information about the products in which specific users or customers were interested (when combined with the data of the related shopping cart items).

Shopping carts – Stored personal data

Data	Column names	Purpose / Description
User input	Shopping CartNote	- Stores the text of notes that customers can add to their purchase during the checkout process - When the customer completes checkout, the system copies the shopping cart note into the resulting order
System data	Shopping CartID Shopping CartGUID Shopping CartLast Update	- ShoppingCartID and ShoppingCartGUID – used as identifiers within the system - ShoppingCartLastUpdate – timestamp used by the system
References to other entities	Shopping CartBillin gAddressID Shopping CartShip pingAddr essID Shopping CartCom panyAddr essID Shopping CartCont actID Shopping CartCust omerID Shopping CartUserID	- ShoppingCartBillingAddressID, ShoppingCartShippingAddressID, ShoppingCartCompanyAddressID – the customer address used for the shopping cart's billing, shipping or company address respectively. The billing address is always required for completed shopping carts, the shipping and company addresses are optional. - ShoppingCartContactID – the contact related to the shopping cart. The system uses the reference to track abandoned shopping carts (logging of activities of the *Shopping cart abandoned* type). - ShoppingCartCustomerID – the customer who created the shopping cart. - ShoppingCartUserID – the user related to the shopping cart (for registered customers).

Shopping carts – Personal data sources

Source	Data flow
Product catalog	The system automatically creates shopping carts for customers when they add the first product to their cart (by clicking on a link generated by the *CartItemSelector* control or the *GetAddToShoppingCartLink* macro method).

Order checkout	• Shopping cart addresses are assigned by customers when checking out orders (via the *Customer address* web part). • Customers can input a note when checking out orders (via the *Order note* web part).

Shopping carts – References from entities containing personal data

Entity (Database table)	Column names	Description
Shopping cart items (COM_ShoppingCartSKU)	ShoppingCartID	The shopping cart containing the given shopping cart item (product).

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E-commerce – Shopping cart items

Database table: COM_ShoppingCartSKU

Customers purchase products by browsing the website and adding items to their shopping cart. Every item represents one or more units of a given product. Shopping cart items can either be standard products, product variants, or product options that were purchased together with another product.

Shopping cart items do not directly contain any personal data, but can be used to obtain information about the products in which specific customers were interested (when combined with the data of the related shopping cart).

The system automatically deletes all items together with the related shopping cart when it is converted into an order upon successful checkout, or after it is abandoned and cleared.

Shopping cart items – Stored personal data

Data	Column names	Purpose / Description
References to other entities	SKUID ShoppingCartID	• Each item stores a reference to the related product and shopping cart • Activities – activities of the *Product added to shopping cart* and *Product removed from shopping cart* types are logged when shopping cart items are created or removed • Used to display shopping cart content on the website (via the *Shopping cart content* web part) • The system creates the content of orders based on shopping cart items when the customer completes the checkout process

Shopping cart items – Personal data sources

Source	Data flow
Product catalog	• The system automatically creates shopping cart items when a customer adds a product to their shopping cart on the live site (by clicking on a link generated by the *CartItemSelector* control or the *GetAddToShoppingCartLink* macro method).

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E-commerce – Suppliers

Database table: COM_Supplier

E-commerce sites can store objects representing suppliers of products. Supplier data can be considered as personal only in cases where the supplier is a natural person.

Suppliers – Stored personal data

Data	Column names	Purpose / Description
Contact information	SupplierEmail SupplierFax SupplierPhone	• User interface – displayed in the *Suppliers* application • Can be displayed on the live site by web parts using a product data source or via macros (for example in product details)
Name	SupplierDisplayName SupplierName	• User interface – displayed in the *Suppliers* application and when editing products in the *Products* or *Pages* application • Can be displayed on the live site by web parts using a product data source or via macros (for example in product details)
System data	SupplierID SupplierGUID SupplierLastModified	• SupplierID and SupplierGUID – used as identifiers within the system • SupplierLastModified – timestamp set by the system

Suppliers – Personal data sources

Source	Data flow
Suppliers	• Users with access to the administration interface manually create suppliers in the *Suppliers* application or directly from product editing forms (in the *Products* or *Pages* application).

Suppliers – References from other entities

Entity (Database table)	Column names	Description
Products (COM_SKU)	SKUSupplierID	The supplier specified for the given product.

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E-commerce – Wishlist items

Database table: COM_Wishlist

Wishlist items are records representing relationships between products and users. Each record means that a user (customer) has added a given product to their wishlist on an e-commerce website. Wishlists are only available for customers who are registered as users.

Wishlist items – Stored personal data

Data	Column names	Purpose / Description
References to other entities	SKUID UserID	- Each item stores a reference to the product that was added to the wishlist and the related user - Used by the *Wishlist* web part to display wishlist content for users - When using Strands Recommender integration, the data is used for product recommendations - Activities – activities of the *Product added to wishlist* type are logged when wishlist items are created

Wishlist items – Personal data sources

Source	Data flow
Wishlist	The system automatically creates wishlist items when a registered customer adds a product to their wishlist on the live site (by clicking on a link generated by the *CartItemSelector* control or the *GetAddToWishListLink* macro or API method).

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Emails

Database table: CMS_Email

The system stores records of sent emails according to the settings configured in the **System -> Emails** category of the **Settings** application. This includes:

- Queued emails that are waiting to be sent to the SMTP server for mail out
- Emails whose sending failed
- Archived emails that were successfully sent (stored for a limited number of days)

For more information, see Sending emails.

Emails – Stored personal data

Data	Column names	Purpose / Description
Email address	EmailFrom EmailTo EmailCc EmailBcc EmailReply To	- Email engine – used to fill the email address header fields for emails sent by the system - User interface – displayed in the *Email queue* application
Email content	EmailBody EmailPlain TextBody EmailSubje ct	- Email engine – used in the subject and content of emails sent by the system. May contain personal data depending on the type of the email. - User interface – displayed in the *Email queue* application

System data	EmailID EmailGUID EmailCreated EmailLastModified EmailLastSendAttempt EmailLastSendResult	- EmailID and EmailGUID – identifiers used within the system - EmailCreated, EmailLastModified and EmailLastSendAttempt – timestamps used by the system - EmailLastSendResult – displayed in the *Email queue* application - For emails whose sending failed, stores error messages that may in some cases contain related email address values
References to other entities	EmailSiteID EmailHeaders	- EmailSiteID – the site for which the email was sent (0 for global emails) - EmailHeaders – custom email message headers that may contain references to related entities for certain types of emails (for example contact or subscriber identifiers)

Emails – Personal data sources

Source	Data flow
Administration interface	Various applications in the system provide an interface for sending emails or configuring email parameters. The input is then used to set the **email address** values and **content** of the given emails.
Email templates	Automated emails sent by the system load their **email address** values and **content** from Email templates.
Settings	Various settings configured by administrators are used to set the **From** and **To** addresses of sent emails.
SMTP servers	When sending of emails fails on the side of the used SMTP server, third-party error messages are saved into the **EmailLastSendResult** field (may contain email address values).
User entities	- For emails related to user entities within the system (users, contacts, customers, etc.), the system automatically: - Sets **From** and **To** addresses based on the corresponding email address values stored for the given entity. - Saves the identifier referencing the given entity into the email's **EmailHeaders** field.
Web parts	Instances of certain web parts have properties that determine the **From** and **To** addresses of emails sent by the system.

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Email feeds

Database table: Newsletter_Newsletter

Email feeds are an on-line marketing entity representing a newsletter or an email campaign. Email feeds are managed in the **Email marketing** application.

Email feeds – Stored personal data

Data	Column names	Purpose / Description
Email address	NewsletterSenderEmail	- User interface – displayed in the *Email marketing* application - Used as the sender address of the feed's marketing emails and automatic subscription status notifications
Name	NewsletterSenderName	- User interface – displayed in the *Email marketing* application - Used as the sender of the feed's marketing emails and automatic subscription status notifications
System data	NewsletterID NewsletterGUID NewsletterLastModified	- NewsletterID and NewsletterGUID – used as identifiers within the system - NewsletterLastModified – timestamp used by the system

Email feeds – Personal data sources

Source	Data flow
Email marketing	Users with access to the administration interface manually submit the **name** and **email address** of the sender in the *Email marketing* application.
Campaigns	Users with access to the administration interface manually submit the **name** and **email address** of the sender in the *Campaigns* application.

Email feeds – References from entities containing personal data

Entity (Database table)	Column name	Description
Activities (OM_Activity)	ActivityItemID	The object related to the logged activity is an email feed for activities of the *Clicked link in marketing email*, *Opened marketing email*, *Subscription to a newsletter* and *Unsubscription from a single email feed* types – i.e., when the value of the ActivityType column is *newsletterclickthrough*, *newsletteropen*, *newslettersubscription* or *newsletterunsubscription*.
Email feed issues (Newsletter_Issue)	IssueNewsletterID	Email feed related to the given issue.

Email feed unsubscriptions (Newsletter_Unsubscription)	UnsubscriptionNewsletterID	Email feed from which the given email address is unsubscribed.

Email feeds – Issues

Database table: Newsletter_NewsletterIssue

Email feed issues represent individual emails related to an email feed. An email feed may contain multiple issues which can be viewed on the **Emails** tab of the email feed in the **Email marketing** application.

Issues – Stored personal data

Data	Column names	Purpose / Description
Email address	IssueSenderEmail	- User interface – displayed in *Email marketing* application - Used as the sender address of marketing emails
Name	IssueSenderName	- User interface – displayed in *Email marketing* application - Used as the sender of marketing emails
System data	IssueID IssueGUID IssueLastModified IssueMailoutTime	- IssueID and IssueGUID – identifiers used within the system - IssueLastModified and IssueMailoutTime – timestamps used by the system
References to other entities	IssueNewsletterID IssueVariantOfIssueID	- IssueNewsletterID – email feed to which the issue is related - IssueVariantOfIssueID – the original issue for emails that are A/B testing variants

Issues – Personal data sources

Source	Data flow	Related tables
Email feeds	When issues are created, the sender **name** and **email address** are preloaded from the related email feed.	Newsletter_Newsletter
Email marketing application	Users with access to the administration interface manually submit the **name** and **email address** of the sender in the *Email marketing* application.	

Issues – References from entities containing personal data

Entity (Database table)	Column name	Description
Activities (OM_Activity)	ActivityItemID	The object related to the logged activity is an email feed issue for activities of the *Opted out from all marketing emails* type – i.e., when the value of the ActivityType column is *newsletterunsubscriptionfromall*.
Activities (OM_Activity)	ActivityItemDetailID	The additional object related to the logged activity is an email feed issue for activities of the *Clicked link in marketing email*, *Opened marketing email* and *Unsubscription from a single email feed* types – i.e., when the value of the ActivityType column is *newsletterclickthrough*, *newsletteropen* or *newsletterunsubscription*.
Email feed unsubscription (Newsletter_Unsubscription)	UnsubscriptionFormIssueID	The email feed issue from which the given email address is unsubscribed.
Queued marketing emails (Newsletter_Emails)	EmailNewsletterIssueID	The issue related to the given queued email item. Queued emails are temporary objects created by the system when sending emails to individual recipients.
Opened emails (Newsletter_OpenedEmail)	OpenedEmailIssueID	The issue related to the email open record.

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Email feeds – Clicked links

Database table: Newsletter_ClickedLink

The Clicked link entity represents user actions of opening links in received marketing emails. Multiple clicks may be registered for the same email recipient and link if the user clicks the link multiple times. The purpose of this entity is to track how recipients react to marketing emails.

Clicked links – Stored personal data

Data	Column names	Purpose / Description
Email address	ClickLinkEmail	• User interface – displayed in the *Email marketing* application in the *Clicks* report of individual emails • Matching clicked links to contacts – used for displaying contact demographic insights when viewing click details in the *Overview* report of individual emails in the *Email marketing* application

System data	ClickedLinkID ClickedLinkGUID ClickedLinkTime	• ClickedLinkID and ClickedLinkGUID – identifiers used by the system • ClickedLinkTime – stores the time when the link was clicked, but the system does not display or process the value by default (the column is obsolete)
References to other entities	ClickedLinkNewsletterID	• ClickedLinkNewsletterID – the email feed issue where the link was clicked

Clicked links – Personal data sources

Source	Data flow
Clicked links	• New clicked links are registered and stored when a recipient clicks a link in a marketing email, including the recipient's **email address**.

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Email feeds – Opened emails

Database table: Newsletter_OpenedEmail

The Opened email entity represents user actions of opening received marketing emails. The purpose of this entity is to track how users react to marketing emails.

Opened emails – Stored personal data

Data	Column names	Purpose / Description
Email address	OpenedEmailEmail	• User interface – displayed in the *Email marketing* application in the *Opens* report of individual emails • Matching opened emails to contacts – used for displaying contact demographic insights when viewing open details in the *Overview* report of individual emails in the *Email marketing* application
System data	OpenedEmailID OpenedEmailGUID OpenedEmailTime	• OpenedEmailID and OpenedEmailGUID – identifiers used by the system • OpenedEmailTime – displayed in the *Email marketing* application in the *Opens* report of individual emails
References to other entities	OpenedEmailIssueID	• OpenedEmailIssueID – the related email issue

Opened emails – Personal data sources

Source	Data flow

Opened marketing emails	• New opened emails are logged when a recipient opens an email in their email client for the first time, or when they click a link within the email. The saved data includes the recipient's **email address** and the **open time**.

Email feeds – Newsletter subscriptions

Database table: Newsletter_Subscriber

Newsletter subscriptions represent contacts or entire contacts groups who are subscribed to receive newsletters.

Newsletter subscriptions – Stored personal data

Data	Column names	Purpose / Description
Email address	SubscriberEmail	• User interface – displayed in the *Email marketing* application • Can be displayed within the content of marketing emails
Name	SubscriberFirstName SubscriberLastName SubscriberFullName	• User interface – displayed in the *Email marketing* application • Can be displayed within the content of marketing emails
System data	SubscriberID SubscriberGUID SubscriberLastModified	• SubscriberID and SubscriberGUID – identifiers used within the system • SubscriberLastModified – timestamp used by the system

References to other entities	SubscriberRelatedID SubscriberType	• SubscriberRelatedID – the subscribed contact or contact group object
		• SubscriberType – specifies the type of the subscribed object (contact or contact group)
		• Together both fields reference a contact or contact group, which is used to:
		  ○ Get the recipient addresses when sending marketing emails
		  ○ Provide information about the newsletter subscriptions of contacts/users in various parts of the administration interface and within live site components

Newsletter subscriptions – Personal data sources

Source	Data flow	Related tables

Subscription	Data of newsletter subscriptions is created or updated when: • Users or anonymous visitors fill in a newsletter subscription form on the live site (through the *Newsletter subscription* web part/widget or *Custom subscription form* web part). • Authenticated users manage their newsletter subscriptions (using the *My subscriptions* or *My account* web part on the live site, or the *Users* or *My profile* applications in the administration interface). • Users with access to the administration interface manually subscribe a contact to a newsletter in the *Email marketing* or *Users* application.	
Contacts	The system automatically updates **email address** and **name** data of subscriptions when the related contact is updated (from any source).	OM_Contact

Newsletter subscriptions – References from entities containing personal data

Entity (Database table)	Column name	Description
Activities (OM_Activity)	ActivityItemDetailID	The additional object related to the logged activity is a newsletter subscription for activities of the *Subscription to a newsletter* type – i.e., when the value of the ActivityType column is *newslettersubscription*.
Queued marketing emails (Newsletter_Emails)	EmailSubscriberID	Subscription related to the given queued email item. Queued emails are temporary objects created by the system when sending emails to individual recipients.

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Email feeds – Unsubscriptions

Database table: Newsletter_Unsubscription

Email feed unsubscriptions represent email addresses that are opted out from receiving newsletters and email campaigns. Unsubscriptions can either be for a specific email feed or all feeds in the system.

Unsubscriptions – Stored personal data

Data	Column names	Purpose / Description
Email address	UnsubscriptionEmail	• User interface – displayed in the *Email marketing* application: ○ On the *Opt-out list* tab ○ In the *Contact loss* details of marketing email reports • Matching opted out email addresses to contacts – used to evaluate and display the "Receiving marketing email" status of contacts
System data	UnsubscriptionID UnsubscriptionGUID UnsubscriptionCreated	• UnsubscriptionID and UnsubscriptionGUID – identifiers used by the system • UnsubscriptionCreated – timestamp, displayed in the *Email marketing* application

References to other entities	Unsubscripti onNewsletter ID Unsubscripti onFromIssueID	• UnsubscriptionNewsletterID – email feed from which the email address is unsubscribed (if the unsubscription is not for all email feeds) • UnsubscriptionFromIssueID – the specific email feed issue from which the recipient unsubscribed (only for unsubscriptions created via unsubscription links in marketing emails)

Unsubscriptions – Personal data sources

Source	Data flow
Marketing emails	• New email feed unsubscriptions are created when recipients click unsubscription links in the content of marketing emails. The unsubscription links either target a default system page or a custom page where the *E mail feed unsubscription* web part processes the request.
Email marketing application	• Users with access to the administration interface manually add or edit **email addresses** in the opt-out list in the *Email marketing* application.

Email feeds – Queued emails

Database table: Newsletter_Emails

When a user in the administration interface initiates the sending of a marketing email issue, the system generates a sending queue of emails, with separate records for individual recipients. The queued emails are **deleted immediately after sending is successfully finished**.

Queued emails – Stored personal data

Data	Column names	Purpose / Description
Email address	EmailAddress	• Email engine – sending of marketing emails to recipients
System data	EmailID EmailGUID	• EmailID and EmailGUID – identifiers used within the system
References to other entities	EmailNewsletterIssueID EmailSubscriberID EmailContactID	• EmailNewsletterIssueID – the related email feed issue • EmailSubscriberID – the related email feed subscription • EmailContactID – the related contact (recipient)

Queued emails – Personal data sources

Source	Data flow	Related tables
Contact	When generating queued emails, the system retrieves the recipient **email address** from the contact referenced by the EmailContactID column.	OM_Conta ct

Email templates

Database table: CMS_EmailTemplate

The system sends automatic emails for various purposes, such as password reset emails, workflow notifications, etc. The content of such emails is based on Email templates, which can also store email address values used for sender, copy and reply-to addresses.

Email templates – Stored personal data

Data	Column names	Purpose / Description
Email address	EmailTemplate From EmailTemplate Cc EmailTemplate Bcc EmailTemplate ReplyTo	- Email engine – used to fill the email address header fields (sender, copy, reply-to) for emails based on templates. Typically sent automatically by the system. - User interface – displayed in the *Email templates* application
System data	EmailTemplateID EmailTemplate GUID EmailTemplate LastModified	- EmailTemplateID and EmailTemplateGUID – identifiers used within the system - EmailTemplateLastModified – timestamp used by the system

Email templates – Personal data sources

Source	Data flow
Email template editing	Users with access to the administration interface manually edit email address values for templates in the *Email templates* application.

Event attendees

Database table: Events_Attendee

Event attendees represent people registered for events. The events are managed as pages of a specific type within the website content tree.

Event attendees – Stored personal data

Data	Column names	Purpose / Description

Email address	AttendeeEmail	**User interface** - Displayed in the *Events* application when viewing event details on the *Attendees* tab - Displayed by the *Event management* dashboard widget when viewing event details **Email engine** - Sending of registration notification emails to attendees - Sending of mass emails to attendees from the *Events* application **Activities** – logged activities of the *Event booking* type store and display the attendee email address - Processed to prevent multiple registrations of the same address to a single event (by the *Event registration* web part and when manually creating attendees in the *Events* application)
Name	AttendeeFirstName AttendeeLastName	**User interface** - Displayed in the *Events* application when viewing event details on the *Attendees* tab - Displayed by the *Event management* dashboard widget when viewing event details **Activities** – logged activities of the *Event booking* type store and display the attendee names
Phone number	AttendeePhone	**User interface** - Displayed in the *Events* application when viewing event details on the *Attendees* tab - Displayed by the *Event management* dashboard widget when viewing event details
System data	AttendeeID AttendeeGUID AttendeeLastModified	- AttendeeLastModified – timestamp used by the system - AttendeeID and AttendeeGUID – used as identifiers within the system
References to other entities	AttendeeEventNodeID	AttendeeEventNodeID – the page representing the related event (contains detailed information about the event, including the location and start/end date)

Event attendees – Personal data sources

Source	Data flow
Registration of event attendees	- Users enter personal data when registering for an event on the live site through the *Event registration* web part. - Users with access to the administration interface manually create or edit attendees in the *Events* application.

Event attendees – References from entities containing personal data

Entity (Database table)	Column name	Description
Activities (OM_Activity)	ActivityItemID	The object related to the logged activity is an event attendee for activities of the *Event booking* type – i.e., when the value of the ActivityType column is *eventbooking*.

Event log records

Database table: CMS_EventLog

The system automatically creates records within an [Event log](#) to keep track of errors and many types of events. The event log helps administrators and developers find sources of problems, identify potential security threats, and monitor the behavior of the system.

Event log records – Stored personal data

> ⚠️ **Event log personal data purpose**
>
> All types of data stored within event log records can be used by the system in the following ways (depending on the configuration of settings):
>
> - Displayed in the *Event log* application
> - Displayed on dashboards by the *EventLog* widget
> - Sent within error notification emails (for error events)
> - Saved into the *CMS\App_Data\logEvents.log* file on the server's file system
> - Logged into the Windows Event Viewer on the server's operating system

Data	Column names	Description
Browser user agent	EventUserAgent	• User agent providing information about the browser and operating system of the user or visitor who triggered the event
Event details	EventDescription	• A detailed description of the event, which may contain personal data in certain cases. For example, if the *Log metadata changes* setting is enabled, the system logs events for all updates of objects, including the values of the modified object fields. If the given object field contains personal data, the values are stored in the description of the corresponding event.
IP address	IPAddress	• The IP address of the user or visitor who triggered the event
Referring URL	EventUrlReferrer	• The URL referrer of the web request during which the event occurred (for example may contain the URL of a site from which a visitor arrived)
User name	UserName	• The user name of the user that triggered the event
System data	EventTime EventID	• EventTime – timestamp identifying when the event occurred • EventId – used as an identifier within the system

References to other entities	SiteID UserID	• SiteID – the site on which the event occurred • UserID – the user who triggered the event

Event log records – Personal data sources

Source	Data flow
System activity and user actions	The system logs events based on user actions or automated processes. Not all types of personal data are logged for all events. Events that are not directly triggered by a user's web request do not contain any of the user-related data. Events that do not occur within the context of a specific site are global and do not reference a site, etc.

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Forum posts

Database table: Forums_ForumPost

Forum posts represent individual messages posted on forums by either anonymous or authenticated users.

Forum posts – Stored personal data

Data	Column names	Purpose / Description
Email address	PostUserMail	• Email engine ○ Sending notifications to forum subscribers ○ Sending subscription/unsubscription confirmations and subscription approval requests (double opt-in) • Contacts – mapping of email addresses to the contact entity • Contact profiling and personalized marketing (Activities) • Displayed as part of forum posts in: ○ The *Forums* and *Groups* applications in the administration interface ○ Forum-related web parts (*Forum group, Forum posts data source, Forum posts viewer, Forum search results, Group forums*, etc.) ○ Forum-related widgets (*Forum group, Forum, Forum posts RSS feed, Latest forum posts, Forum posts waiting for approval*, etc.)
Signature	PostUserSignature	• Displayed as part of forum posts in: ○ The *Forums* and *Groups* applications in the administration interface ○ Forum-related web parts (*Forum group, Forum posts data source, Forum posts viewer, Forum search results, Group forums*, etc.) ○ Forum-related widgets (*Forum group, Forum, Forum posts RSS feed, Latest forum posts, Forum posts waiting for approval*, etc.)

User name	PostUserName PostThreadLastPostUserName PostThreadLastPostUserNameAbsolute	- Displayed as part of forum posts in: - The *Forums* and *Groups* applications in the administration interface - Forum-related web parts (*Forum group*, *Forum posts data source*, *Forum posts viewer*, *Forum search results*, *Group forums*, etc.) - Forum-related widgets (*Forum group*, *Forum*, *Forum posts RSS feed*, *Latest forum posts*, *Forum posts waiting for approval*, etc.) - Email engine – displayed in the notification emails when new posts are submitted (when using the default email templates) - Contacts – mapping of last names to the contact entity
System data	PostLastModified PostLastEdit PostTime PostThreadLastPostTime PostThreadLastPostTimeAbsolute PostID PostIDPath PostGUID PostInfo	- PostTime, PostLastEdit and PostLastModified – timestamps used by the system - Reporting – used within *New posts* reports - PostThreadLastPostTime – used to store and display the time of the last approved post within a forum thread - PostThreadLastPostTimeAbsolute – used to store and display the time of the last post within a forum thread (including unapproved posts) - PostID, PostIDPath and PostGUID – used as identifiers within the system - PostInfo – contains the post author's browser user agent and IP address - Ensuring security, recognizing spam-producing users
References to other entities	PostForumID PostParentID PostApprovedByUserID PostUserID	- PostForumID – the forum where the post was added - PoastParentID – the forum post under which the post was added (for forums that use a hierarchical tree structure for posts) - PostApprovedByUserID – the user responsible for approval of the post on moderated forums - PostUserID – the user who created the post

Forum posts – Personal data sources

Source	Data flow	Related table
Forums	- Users submit forum posts on the live site (via forum web parts or widgets). - Users with access to the administration interface approve or edit posts in the *Forums* or *Groups* applications, or on the live site.	
Users	Post **signature** values are loaded from the *UserSignature* column of the author's user settings.	CMS_UserSettings

Forum posts – References from entities containing personal data

Entity (Database table)	Column name	Description
Activities (OM_Activity)	ActivityItemDetailID	The additional object related to the logged activity is a forum post for activities of the *Forum post* type – i.e., when the value of the ActivityType column is *forumpost*.

Forum subscriptions (Forums_ForumSubscription)	Subscript ionPostID	The post for which the subscription was added. Also stores the ID of the subscribed user (in the *SubscriptionUserID* column).

Forum subscriptions

Database table: Forums_ForumSubscription

Forum subscriptions represent relationships between subscribed users and forums or individual forum posts.

Forum subscriptions – Stored personal data

Data	Column names	Purpose / Description

Email address	SubscriptionEmail	• Email engine
		   ○ Sending notifications to subscribers about forum updates
		   ○ Sending subscription/unsubscription confirmations and subscription approval requests (double opt-in)
		• Contacts – mapping of email addresses to the contact entity
		• Contact profiling and personalized marketing (Activities)
		• Displayed in the following locations:
		   ○ *Subscriptions* tab in the *Forums*, *Groups*, *Users*, *My profile* applications within the administration interface
		   ○ *My account* web part

System data	SubscriptionLast Modified SubscriptionID SubscriptionGUID	• SubscriptionLastModified – timestamp used by the system • SubscriptionID and SubscriptionGUID – used as identifiers within the system
References to other entities	SubscriptionForu mID SubscriptionPostID SubscriptionUserID	• References to Users and Forums (or individual forum posts) to which a given subscription is related • Used to store and display the subscriptions of a user

Forum subscriptions – Personal data sources

Source	Data flow
Forums	New forum subscriptions are created when: • Users subscribe to forums or specific posts on the live site (through forum web parts). • Users with access to the administration interface manually create subscriptions in the *Forums* or *Groups* application.

Forum subscriptions – References from entities containing personal data

Entity (Database table)	Column name	Description

Activities (OM_Activity)	ActivityItemDetailID	The object related to the logged [activity](#) is a forum subscription for activities of the *Forum post subscription* type – i.e., when the value of the ActivityType column is *forumpostsubscription*.

Forums

Database table: Forums_Forum

[Forums](#) allow site visitors to post messages within structured discussions.

Forums – Stored personal data

Data	Column names	Purpose / Description
User name	ForumLastPostUserName ForumLastPostUserNameAbsolute	• Stores the name of the user who last posted within the forum (*ForumLastPostUserName* for approved posts, *ForumLastPostUserNameAbsolute* includes unapproved posts) • Displayed in the following locations: ○ The *Forums* and *Groups* applications in the administration interface ○ Forum web parts (*Forum group*, *Forum search results*, *Group forums*) ○ Forum widgets (*Forum group*)
System data	ForumLastModified ForumLastPostTime ForumLastPostTimeAbsolute ForumID ForumGUID	• ForumLastModified – timestamp used by the system • ForumLastPostTime and ForumLastPostTimeAbsolute – stores the date and time when the last post was added to the forum (*ForumlastPostTimeAbsolute* includes unapproved posts) ○ Displayed in the administration interface in the *Forums* and *Groups* application, and within forum web parts and widgets • ForumID and ForumGUID – used as identifiers within the system

Forums – Personal data sources

Source	Data flow
Forums	• When a new forum post is added, the system automatically updates the **last user name** and **last post time** values for the given forum.

Forums – References from entities containing personal data

Entity (Database table)	Column name	Description
Activities (OM_Activity)	ActivityItemID	The object related to the logged [activity](#) is a forum for activities of the *Forum post* and *Forum post subscription* types – i.e., when the value of the ActivityType column is *forumpost* or *forumpostsubscription*.
Forum posts (Forums_ForumPost)	PostForumID	The forum where the post was added.
Forum subscriptions (Forums_ForumSubscription)	SubscriptionForumID	The forum where the subscription was created.

Message board posts

Database table: Board_Message

Message board posts represent individual messages posted on message boards by either anonymous or authenticated users.

Message board posts – Stored personal data

Data	Column names	Purpose / Description
Email address	MessageEmail	- Email engine - Sending notifications to subscribers about message board updates - Sending subscription/unsubscription confirmations and subscription approval requests (double opt-in) - Contacts – mapping of email addresses to the contact entity - Contact profiling and personalized marketing (Activities) - User interface – displayed in: - The *Message boards* and *Groups* applications - Boards-related web parts (*Board messages data source, Group message board, Group message board viewer, Group message boards, Message board, Message board RSS feed, Message board viewer*) - Boards-related widgets (*Group message board, Message board, Message board RSS feed*)
URL	MessageURL	- The value is an optional URL (text) submitted by the post's author - User interface – displayed in: - The *Message boards* and *Groups* applications - Boards-related web parts (*Board messages data source, Group message board, Group message board viewer, Group message boards, Message board, Message board RSS feed, Message board viewer*) - Boards-related widgets (*Group message board, Message board, Message board RSS feed*)
User name	MessageUserName	- User interface – displayed in: - The *Message boards* and *Groups* applications - Boards-related web parts (*Board messages data source, Group message board, Group message board viewer, Group message boards, Message board, Message board RSS feed, Message board viewer*) - Boards-related widgets (*Group message board, Message board, Message board RSS feed*) - Email engine – displayed in the notification emails when new posts are submitted - Contacts – mapping of last names to the contact entity
System data	MessageInserted MessageLastModified MessageID MessageGUID MessageUserInfo	- MessageInserted and MessageLastModified – timestamps used by the system - MessageID and MessageGUID – used as identifiers within the system - MessageUserInfo – contains the comment author's browser user agent and IP address - Ensuring security, recognizing spam-producing users

References to other entities	MessageBoardID MessageApprovedByUserID MessageUserID	• MessageBoardID – the message board where the post was added • MessageApprovedByUserID – the user responsible for approval of the post on moderated boards • MessageUserID – the user who created the post

Message board posts – Personal data sources

Source	Data flow
Message boards	• Users submit message board posts on the live site. • Users with access to the administration interface approve or edit comments in the *Message boards* or *Groups* application, or on the live site.

Message board posts – References from entities containing personal data

Entity (Database table)	Column name	Description
Activities (OM_Activity)	ActivityItemDetailID	The additional object related to the logged activity is a message board post for activities of the *Message board comment* type – i.e., when the value of the ActivityType column is *messageboardcomment*.

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Message board subscriptions

Database table: Board_Subscription

Message board subscriptions represent relationships between subscribed users and message boards.

Message board subscriptions – Stored personal data

Data	Column names	Purpose / Description

Email address	SubscriptionEmail	• Email engine
		  ○ Sending notifications to subscribers about message board updates
		  ○ Sending subscription/unsubscription confirmations and subscription approval requests (double opt-in)
		• Contacts – mapping of email addresses to the contact entity
		• Contact profiling and personalized marketing (Activities)
		• User interface – displayed in:
		  ○ *Subscriptions* tab in the *Message boards*, *Groups*, *Users*, *My profile* applications
		  ○ *My account* web part

System data	SubscriptionLastModified SubscriptionID SubscriptionGUID	• SubscriptionLastModified – timestamp used by the system • SubscriptionID and SubscriptionGUID – used as identifiers within the system

References to other entities	SubscriptionBoardID SubscriptionUserID	• References to Users and Boards to which a given subscription is related • SubscriptionUserID – used to display the subscriptions of a user in the *Users* application

Message board subscriptions – Personal data sources

Source	Data flow
Message boards	New message board subscriptions are created when: • The *Subscribe to this board* check box is selected while submitting a post. • A user submits their email address through the subscription form. • Users with access to the administration interface manually create subscriptions in the *Message boards* or *Groups* application.

Message board subscriptions – References from entities containing personal data

Entity (Database table)	Column name	Description
Activities (OM_Activity)	ActivityItemDetailID	The object related to the logged [activity](#) is a message board subscription for activities of the *Message board subscription* type – i.e., when the value of the ActivityType column is *messageboardsubscription*.

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Message boards

Database table: Board_Board

[Message boards](#) enable site visitors to comment on the content of particular pages. Each message board is related to a page on which it is placed, and optionally to a user or group.

Message boards – Stored personal data

Data	Column names	Purpose / Description
User name	BoardLastMessageUserName	• Stores the name of the user who posted the board's last message, but the system does not display or process the value by default (the column is obsolete).
System data	BoardLastModified BoardLastMessageTime BoardID BoardGUID	• BoardLastModified – timestamp used by the system • BoardLastMessageTime – displayed in the administration interface in the *Message boards* and *Groups* application • BoardID and BoardGUID – used as identifiers within the system

References to other entities	BoardDocumen tID BoardUserID BoardGroupID BoardSiteID	• BoardDocumentID – the page in the content tree to which the message board is assigned • BoardUserID – the user who created the message board ○ Used to display message boards created by a user only to this given user in the *Me ssage boards* web part • BoardGroupID – [group](#) which owns the message board

Message boards – Personal data sources

Source	Data flow
Message boards	• When a new message is posted on a message board, the **BoardLastMessageTime** and **BoardLastMessageU serName** of the given board are updated.

Message boards – References from entities containing personal data

Entity (Database table)	Column name	Description
Activities (OM_Activit y)	ActivityIt emID	The object related to the logged [activity](#) is a message board for activities of the *Message board comment* and *Message board subscription* types – i.e., when the value of the ActivityType column is *messageboardcomment* or *messageboardsubscription*.

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Messaging

Database tables: Messaging_Message, Messaging_IgnoreList, Messaging_ContactList

The system's [Messaging](#) functionality allows users to send each other text messages, both on the live site and in the administration interface. Stored messaging data consists of sent messages (Messaging_Message), contact lists (Messaging_ContactList) and ignore lists (Messaging_IgnoreList).

Messages – Stored personal data

Data	Column names	Purpose / Description

User names	MessageRecipientNickN ame MessageSenderNickNa me	• Displayed to identify the sender and recipient of messages:
		  ○ In the [administration interface](#) in the *Messages* application
		  ○ On the live site by messaging web parts (*Inbox, Outbox, My messages*)
		  ○ By messaging widgets (*My messages*, *My inbox*)
		  ○ In the content of [notification emails](#) about received messages (by default)

Message timestamps	MessageRead MessageSent	- MessageRead – stores the time when messages were sent - MessageSent – stores the time when messages were viewed by the recipient - Displayed in the following locations: - In the administration interface in the *Messages* application - On the live site by messaging web parts (*Inbox, Outbox, My messages*) - By messaging widgets (*My messages*, *My inbox*)
System data	MessageID MessageGUID MessageLastModified	- MessageID and MessageGUID – used as identifiers within the system - MessageLastModified – timestamp used by the system
References to other entities	MessageRecipientUserID MessageSenderUserID	- MessageRecipientUserID – the user who received the message - MessageSenderUsedID – the user who sent the message

Messaging contact lists – Stored personal data

Data	Column names	Purpose / Description
References to other entities	ContactListUserID ContactListContact UserID	- ContactListUserID – the user who is the owner of the contact list - ContactListContactUserID – the user who is part of the contact list - Used to enable quicker sending of messages to listed users - Contact lists are displayed in the following locations: - In the administration interface in the *Messages* application - On the live site by messaging web parts (*Contact list*, *Inbox, Outbox, My messages, Send message*) - By messaging widgets (*My messages*, *My inbox*)

Messaging ignore lists – Stored personal data

Data	Column names	Purpose / Description
References to other entities	IgnoreListUserID IgnoreListIgnoredUserID	- IgnoreListUserID – the user who is the owner of the ignore list - IgnoreListIgnoredUserID – the ignored user who is part of the list - Used to block messages from listed users - Ignore lists are displayed in the following locations: - In the administration interface in the *Messages* application - On the live site by messaging web parts (*Ignore list*, *My messages*) - By the *My messages* widget

Messaging – Personal data sources

Source	Data flow

Sending of messages	• Users send messages in the *Messaging* application, via messaging web parts (*Inbox, Outbox, My messages, Send message*), or messaging widgets (*My messages*, *My inbox*). • The sender and recipient names stored in messages are automatically composed from the name values of the corresponding users (*UserName, FullName, UserNickName*).
Friend requests	• The system can automatically send messages when users create, accept, or reject friend requests.
Contact / ignore list management	• Users add other users to their contact or ignore lists in the *Messages* application, via the *Contact list* or *Ignore list* web parts, or the *My messages* web part/widget.

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Object version history

Database table: CMS_ObjectVersionHistory

Many types of objects in the system support versioning. If enabled, the system creates and stores separate versions of these objects when they are edited and saved. Object versions are also created when objects are deleted to the recycle bin. The recycle bin functionality can include objects that do not otherwise support versioning (for example personal data entities, such as users).

Every object version record stores all data of the original object in XML format, so any personal data contained in the given object is also stored in the version history. Users in the administration interface can restore objects from the recycle bin, or roll objects back to previous versions.

Object version history – Stored personal data

Data	Column names	Purpose / Description
Object data	VersionXML	• Contains all data of the versioned or deleted object in XML format • Allows the system to restore deleted objects from the recycle bin, compare different versions of an object's history, or roll objects back to older versions • User interface – used and displayed in the following locations: 　○ On the *Versions* tab when editing an object that supports versioning (see supported object types) 　○ In the *Recycle bin* application on the *Objects* tab 　○ By the *Object recycle bin* dashboard widget
Object name	VersionObjectDisplayName	• Identifies the original object related to the version history record • May contain personal data for certain types of objects (for example a user name for user objects in the recycle bin) • User interface – displayed in the following locations: 　○ In the *Recycle bin* application on the *Objects* tab 　○ The *Object recycle bin* dashboard widget

System data	VersionID VersionModifiedWhen VersionDeletedWhen	• VersionID – used as an identifier within the system • VersionModifiedWhen – stores the time when the versioned object was modified • VersionDeletedWhen – stores the time when the object was deleted to the recycle bin
References to other entities	VersionModifiedByUserID VersionDeletedByUserID VersionObjectSiteID VersionObjectID VersionObjectType	• VersionModifiedByUserID – the user who modified the versioned object • VersionDeletedByUserID – the user who deleted the object to the recycle bin • VersionObjectSiteID – the site to which the versioned or deleted object belongs • VersionObjectID and VersionObjectType – these two columns together reference the object to which the version history data belongs. VersionObjectType stores the type of the referenced object and VersionObjectID holds the identifier of a specific object.

Object version history – Personal data sources

Source	Data flow
Modification of versioned objects	• Users in the administration interface update and save an object for which versioning is enabled, and the system creates a new record in the object's version history.
Deleting of objects to the recycle bin	• Users in the administration interface (or scheduled/automated processes) delete an object, and the system creates a new object version history record for the recycle bin.

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On-line users

Database table: CMS_Session

If monitoring of on-line users is enabled, along with the **Settings -> Security & Membership -> Store on-line users in database** setting, the system stores data about the sessions of authenticated and anonymous users who are currently connected to the website.

Information about the users is displayed in the *Users* and *Contact management* applications. The system allows users of the administration interface to perform actions, such as initiating chat and kicking users. The data can also be displayed on the pages of websites through the *On-line users* web part or widget.

On-line users – Stored personal data

Data	Column names	Purpose / Description

Email address	SessionEmail	• Displayed in the administration interface on the *On-line users* tab in the *Users* and *Contact management* applications
Name	SessionFullName SessionNickName SessionUserName	• Displayed in the administration interface on the *On-line users* tab in the *Users* and *Contact management* applications
Website location	SessionLocation	• Stores the path of the user's current page • Displayed in the administration interface on the *On-line users* tab in the *Users* and *Contact management* applications
System data	SessionLastActive SessionLastLogon SessionUserCreated SessionID SessionIdentificator	• SessionLastActive, SessionLastLogon, SessionUserCreated – timestamps used by the system, displayed in the administration interface on the *On-line users* tab in the *Users* and *Contact management* applications • SessionID and SessionIdentificator – used as identifiers within the system

References to other entities	SessionUserID SessionContactID	• SessionUserID – the user related to the on-line user session (for authenticated users)
		  ○ Processed by the *On-line users* web part and widget to display the data of authenticated on-line users
		• SessionContactID – the contact related to the on-line user session (if contact tracking is enabled)
		  ○ Processed by the administration interface to allow viewing of contact details in the *Users* and *Contact management* applications

On-line users – Personal data sources

Source	Data flow	Related tables
Contacts	• If contact tracking is enabled, the system sets the **SessionContactID** and transfers any available **name** and **email address** data from the contact related to the on-line user session.	OM_Contact
HTTP session	• When the system creates or updates an HTTP session for a user or visitor on the website, the **location** and **system data** is automatically set for the matching on-line user record.	
Users	• For authenticated users, the system sets the **SessionUserID** and transfers any available **name** and **email address** data from the user related to the on-line user session.	CMS_User CMS_UserSettings

Report subscriptions

Database table: Reporting_ReportSubscription

Report subscriptions represent relationships between subscribed users and reports.

Report subscriptions – Stored personal data

Data	Column names	Purpose / Description
Email address	ReportSubscriptionEmail	• **Reporting** ○ Used to send emails containing report data ○ Displayed in the list of subscriptions for each report in the *Reporting* application
System data	ReportSubscriptionLastModified ReportSubscriptionID ReportSubscriptionGUID	• ReportSubscriptionLastModified – timestamp used by the system • ReportSubscriptionID and ReportSubscriptionGUID – used as identifiers within the system
References to other entities	ReportSubscriptionReportID ReportSubscriptionUserID ReportSubscriptionGraphID ReportSubscriptionTableID ReportSubscriptionValueID	• ReportSubscriptionReportID – the report to which the subscription applies • ReportSubscriptionUserID – the user who created the subscription (the user does not need to match the subscription's email address) • ReportSubscriptionGraphID – a graph from the report for subscriptions to a specific graph (component that retrieves data and displays it in various formats) • ReportSubscriptionTableID – a table from the report for subscriptions to a specific table (component that retrieves data and formats it into a table) • ReportSubscriptionValueID – a value from the report for subscriptions to a specific value (component that retrieves a single scalar value)

Report subscriptions – Personal data sources

Source	Data flow
Reporting	• Users with access to the administration interface can enter their **email address** and subscribe to reports displayed in various applications (*Reporting*, *Web analytics*, *Store reports*, *Pages*, *A/B testing*, *MVT testing*, *Banners*, *Facebook*, *LinkedIn*, *Twitter*) • Users with access to the *Reporting* application can manually create, edit or delete subscriptions for reports. • Authenticated users can subscribe to reports on the live site through web parts or widgets from the *Reporting* category.

Saved reports

Database table: Reporting_SavedReport

Saved reports represent archived data from reports in the Reporting application.

Saved reports – Stored personal data

Data	Column names	Purpose / Description
Saved report content	SavedReportHTML	• HTML content used to display and print saved report data in the *Reporting* application • Contains the data that is displayed within the original report, which may include personal information for some reports
System data	SavedReportDate SavedReportLastModified SavedReportID SavedReportGUID	• SavedReportDate and SavedReportLastModified – timestamps used by the system • SavedReportID and SavedReportGUID – used as identifiers within the system
References to other entities	SavedReportReportID SavedReportCreatedByUserID	• SavedReportReportID – the original report • SavedReportCreatedByUserID – the user who saved the report

Saved reports – Personal data sources

Source	Data flow
Reporting	The system generates **Saved Report HTML** content when users in the administration interface manually save reports (for example in the *Reporting*, *Store reports* or *Web analytics* applications).

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Synchronization tasks

Database tables: Export_Task, Integration_Task, Staging_Task, CMS_WebFarmTask

The system creates and stores the following types of synchronization tasks:

- **Export delete tasks** – serve as representations of object delete operations, and can be included within Export packages.
- **Integration tasks** – synchronize data with external systems or applications via the Integration bus. The system automatically deletes integration bus tasks after they are successfully processed.
- **Staging tasks** – synchronize content and objects between different Kentico instances via Staging. The system automatically deletes staging tasks after they are successfully synchronized.
- **Web farm tasks** – synchronize cached data and files between Kentico servers in a Web farm environment. The system automatically deletes web farm tasks after they are successfully processed.

Synchronization tasks store the data of the related object in XML format, so personal data contained in the given object can also be stored within corresponding tasks. This may include sensitive objects such as users, contacts or customers.

Export, Integration, and Staging tasks – Stored personal data

Data	Column names	Purpose / Description

Object data	TaskData	• Contains data of the related object in XML format (may include sensitive objects such as users, contacts or customers)
		• Allows the system to synchronize objects to other instances or external systems (staging and integration tasks) or identify objects that need to be deleted when importing a package (export tasks)
		• User interface – the data can be viewed in the following locations:
		  ○ In the *Integration bus* application (integration tasks)
		  ○ In the *Staging* application (staging tasks)
		• For export tasks, the data can be included within export packages that the system creates on the file system.

Task name	TaskTitle	• Describes the type of the synchronization task (create, delete, update, etc.) and identifies the related object
		• May contain personal data for certain types of objects (for example the user name of deleted or modified user objects)
		• User interface – displayed in the following locations:
		  ○ In the *Integration bus* application (integration tasks)
		  ○ In the *Staging* application (staging tasks)
		  ○ In the *Sites* application on the *Tasks* tab of the *View export history* page, and in the export /import wizard (export tasks)

System data	TaskID TaskTime	• TaskID – used as an identifier within the system • TaskTime – timestamp storing the time when the task was logged (matches the time when the related create, update or delete action was performed)
References to other entities	TaskSiteID TaskObjectID TaskObjectType	• TaskSiteID – the site for which the task was logged • TaskObjectID and TaskObjectType – these two columns together reference the object related to the synchronization task. The type of the referenced object is stored in the TaskObjectType column and TaskObjectID holds the identifier of a specific object.

Web farm tasks – Stored personal data

Data	Column names	Purpose / Description
Object data	TaskText Data	• Stores data of the related object in XML format (may include sensitive objects such as users, contacts or customers). The data primarily includes object identifiers and/or names. • Allows the system to synchronize cached data and files between Kentico servers when running in a web farm environment • User interface – the data can be viewed in the *Web farm* application
System data	TaskID TaskGUID TaskCreated	• TaskID and TaskGUID – used as identifiers within the system • TaskCreated – timestamp storing the time when the task was logged (matches the time when the related action was performed)

References to other entities	TaskTarget	• Stores the type of the object related to the web farm task. Used to reference the related object in combination with the identifier data stored in the TaskTextData column.

Staging tasks – References from entities containing personal data

Entity (Database table)	Column name	Description
Staging task users (Staging_Task User)	TaskID	The system stores relationships between staging tasks and users. Every relationship indicates that the specified user performed the change which caused the system to log the given staging task (referenced in the *TaskID* column).

Export tasks – Personal data sources

Source	Data flow
Object deletion	• If the Log export tasks setting is enabled, the system creates export tasks when an object is deleted (by a user in the administration interface or by a scheduled/automated process).

Integration tasks – Personal data sources

Source	Data flow
Object changes	• If the Integration bus is enabled and appropriate connectors for outgoing synchronization are created in the system, the system logs integration tasks when objects are created, updated or deleted (by a user in the administration interface or by a scheduled/automated process).
External systems	• If the Integration bus is enabled and appropriate connectors for incoming synchronization are created in the system, the system logs integration tasks based on data transfers from the related external application or system.

Staging tasks – Personal data sources

Source	Data flow
Object changes	• If staging is enabled, the system logs staging tasks when pages or objects are created, updated or deleted (by a user in the administration interface or by a scheduled/automated process).
Manual staging synchronization	• Users with access to the administration interface can manually run synchronization of objects, pages or custom table data in the *Staging* application. • Manual synchronization creates update staging tasks for the related objects and immediately runs them. All successfully synchronized tasks are immediately deleted.

Web farm tasks – Personal data sources

Source	Data flow
Object changes	• If running in a web farm, the system logs synchronization tasks for every available server when objects are created, updated or deleted (by a user in the administration interface or by a scheduled/automated process).

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Users

Database tables: CMS_User, CMS_UserSettings

Users are an entity representing people in Kentico. User accounts allow people to sign in on the live site and into the Kentico administration interface (depending on the user privilege level). New user accounts are typically created when a visitor goes through registration on the live site. However, administrators can also create accounts manually in the **Users** application.

The system stores user data within two coupled database tables – users (CMS_User) and user settings (CMS_UserSettings).

Users – Stored personal data

Data	Column names	Purpose / Description
Email address	Email	• Email engine – sending various types of automated emails to users (notifications, password reset functionality, registration confirmation, etc.) • Used as the recipient address when sending emails to registered users (for example from the *Users* or *Email queue* applications) • Saved into the user's *UserName* field as an identifier if a separate value is not specified during registration • Used to validate email address values of new users if the *Require unique user emails* setting is enabled • Synchronized into the email address field of related customers and contacts (according to mapping configuration) • Saved into the email address field of corresponding on-line user objects (if tracking of on-line users is enabled) • Pre-filling of email address values for signed in users in various locations on the live website and the administration interface • Activities – saved into the titles of logged activities of the *User registration* and *User login* types • Avatars – used to generate Gravatar images for users • User interface – displayed as part of user information in various administration interface locations: ◦ *Users* application ◦ *My profile* application ◦ *Contact management* application ◦ User selection dialogs ◦ Various lists of subscriptions (Reports, Forums, etc.) • Displayed on the live site through user-related and community web parts (*User public profile*, *My profile*, *My account,* listing web parts with a *Users data source*, etc.)

Last sign-in information	UserLast Logon UserLast LogonInfo	- UserLastLogon – the date and time of the user's last sign-in on the live website or into the administration interface - UserLastLogonInfo – stores the IP address and browser user agent of the user's environment at the time of their last sign-in - User interface – the last sign-in information is displayed in the *Users* application
Name	UserName FirstName MiddleName LastName FullName	- UserName – serves as a unique identifier for users, most importantly when signing in (authentication) - Saved into the fields of various system objects to identify related users (event log records, staging tasks, security debug logs, etc.) - Stored as the value of the authentication cookie - Caching – username values are added to the names of cache keys to allow user-specific caching - Used when generating preview links to unpublished pages - Saved into the security signatures of macro expressions - FullName – the full name is automatically composed for each user from the first, middle and last name values (if not directly modified) - User interface – displayed throughout the administration interface to identify users - Displayed within user-related system emails based on the default email templates - Synchronized into the names fields of related customers and contacts (according to mapping configuration) - Saved into the name fields of corresponding on-line user objects (if tracking of on-line users is enabled) - Activities – user names are saved into the titles of logged activities of the *User registration* and *User login* types - Translation services – submissions for human translation services include an instructions file, which contains the full name of the user who created the submission (by default) - Displayed in various system reports - Displayed on the live site through user-related and community web parts (*User public profile*, *My profile*, *My account, Current user*, listing web parts with a *Users data source*, etc.) - Displayed by user-related widgets (*Workgroup administrators, Workgroup members, Recent users, Group administrators, Intranet employees, My blogs comments, My friends*)
Password	UserPass word	- Required for user authentication (sign-in) - Passwords are stored in a secured format, created using a selected cryptographic function
System data	UserID UserGUID UserCrea ted UserLast Modified	- UserID and UserGUID – used as identifiers within the system - UserCreated – the date and time when the user account was created - User interface – displayed in the *Users* application - Used to evaluate which non-activated users are automatically deleted based on the *Delete non-activated users after (days)* setting - Saved into the *SessionUserCreated* field of corresponding on-line user objects (if tracking of on-line users is enabled) - Displayed by user-related widgets (*Workgroup administrators, Workgroup members, Recent users, Group administrators*) - UserLastModified – timestamp used by the system

User settings – Stored personal data

Data	Column names	Purpose / Description

Contact information	UserPhone UserSkype UserIM	- User interface – displayed in the *Users* and *My profile* applications - Can be displayed on the live site by the *User public profile*, *My profile* and *My account* web parts - UserPhone – synchronized into the phone number field of related customers
Descriptions	UserDescription UserPosition	- User interface – displayed in the *Users* and *My profile* applications - Can be displayed on the live site by the *User public profile*, *My profile* and *My account* web parts
Email address	UserMessagingN otificationEmail	- Sets the recipient address for the user's message email notifications - User interface – displayed in the *Users* and *My profile* applications - Can be displayed on the live site by the *User public profile*, *My profile* and *My account* web parts
External authentication IDs	WindowsLiveID UserFacebookID UserLinkedInID	- Required for authentication via the corresponding external service. The IDs are valid only within the scope of the Kentico instance where they were generated. - User interface – displayed in the *Users* application
Name	UserNickName	- Used to identify the authors of posts and messages in Blog comments, Forums, Messaging, Message boards and Chat - User interface – displayed as part of user names in various locations in the administration interface - Displayed on the live site by the *User public profile*, *My profile* and *My account* web parts, and various other community-related web parts - Saved into the *SessionNickName* field of corresponding on-line user objects (if tracking of on-line users is enabled)
Natural personal data	UserGender UserDateOfBirth	- UserGender – used to get the default avatar image for users - UserDateOfBirth – used when computing the value of the *UserAge* macro property for users - User interface – displayed in the *Users* and *My profile* applications - Can be displayed on the live site by the *User public profile*, *My profile* and *My account* web parts
Password change information	UserPasswordLa stChanged	Required to calculate the expiration date and time for user passwords
Signature	UserSignature	- Added to the user's forum posts and messages (sent through the Messaging functionality) - User interface – displayed in the *Users* and *My profile* applications - Can be displayed on the live site by the *User public profile*, *My profile* and *My account* web parts

Registration information	UserRegistratio nInfo UserCampaign UserURLReferrer UserActivationD ate	• UserRegistrationInfo – stores the IP address and browser user agent of the user's environment at the time of registration • UserCampaign – the name of a specific campaign if the user registered within the context of campaign • UserURLReferrer – the URL referrer of the web request during which the user registered (for example may contain the URL of a site from which a visitor arrived) • UserActivationDate – the date and time when the user account was activated via email confirmation or administrator approval • User interface – the registration information values are displayed when editing users in the *Users* application
System data	UserSettingsID	• UserSettingsID – used as an identifier within the system
References to other entities	UserAvatarID UserSettingsUse rID UserSettingsUse rGUID UserActivatedBy UserID	• UserAvatarID – the user's avatar • UserSettingsUserID and UsersSettingsUserGUID – the user object coupled with the user settings • UserActivatedByUserID – the user who approved the given user's registration (when requiring approval for new users)

Users – Personal data sources

Source	Data flow	Related tables
Authent ication	• A user's **last sign-in information** is automatically updated when they sign in to the administration interface, or on the live site via the *Logon form* or *Logon mini form* web parts. • If using Windows Active Directory authentication or mixed-mode authentication, the first sign-in automatically creates a new user based on the external Active Directory data. • During the first sign-in through an external authentication service (Facebook authentication, claims-based authentication providers, etc.), the system automatically creates a new user based on the external data. 　○ The following web parts allow sign-in via specific external authentication services: *LinkedIn logon*, *LinkedIn required data*, *OpenID logon*, *OpenID required data*, *Windows LiveID*, *LiveID required data*, *Facebook Connect logon*. These web parts collect various types of user data, and automatically set the **external authentication ID**, **last sign in information** and **registration information** (for new users).	
Custom ers	• When the **name**, **email address** and **phone number** data of a customer is modified, the system automatically synchronizes the values to the associated user. • If the *Register customer after first checkout* setting is enabled or if a checkout page contains the *Register after checkout* web part, the system automatically creates new users based on the data of anonymous customers when they complete the order checkout process. • Administrators can create new users based on customer data in the *Customers* application when editing an anonymous customer on the *Login details* tab. For registered customers, the same interface also allows administrators to change the **password** for the associated user account.	COM_Cus tomer

Emergency administrator recovery	• Emergency recovery of administration interface access via the *CMSAdminEmergencyReset* web. config key can create a new user with the Global administrator privilege level and a specified **user name** and **password**.	
Password change	• Users can change their **password** on the live site through the *Reset password* web part (after submitting a password change request with email verification) or directly using the *Change password* or *My account* web part.	
Registration	• Visitors create new user accounts by submitting data through the *Registration form* or *Custom registration form* web parts. The web parts automatically collect and save the user's **registration information**. • Registration of new users is also possible via the *Checkout process (obsolete)* web part.	
User activation	• When new users activate their account via email confirmation, the **UserActivationDate** is automatically set in the user settings. • If the system is configured to require approval for new users, the **UserActivationDate** and **UserActivatedByUserID** values are automatically set in the user settings when an administrator approves an account in the *Users* application.	
User editing	• Users with access to the administration interface manually create users or edit user and user settings data in the *Users* application. • Users with access to the administration interface edit their data in the *My profile* application. • Authenticated users edit their data on the live site through the *My account* or *My profile* web parts.	

Users – References from entities containing personal data

Entity (Database table)	Column name	Description
Abuse reports (CMS_AbuseReport)	ReportUserID	The user who submitted the abuse report. Considered as personal data, because the ReportWhen column of the abuse report contains a timestamp that could be used to track the user's activity.
Accounts (OM_Account)	AccountOwnerUserID	The user assigned as the owner of the given on-line marketing account.
Activities (OM_Activity)	ActivityItemID	The object related to the logged activity is a user for activities of the *User login* and *User registration* type – i.e., when the value of the ActivityType column is *userlogin* or *userregistration*.
Blog comments (Blog_Comment)	CommentUserID CommentApprovedByUserID	The user who posted the blog comment (for non-anonymous comments) and the user who approved the comment (for moderated blogs).
Blog comment subscription (Blog_PostSubscription)	SubscriptionUserID	The user related to the blog comment subscription.

Chat requests (Chat_InitiatedChatRequest)	InitiatedChatRequestUserID	The user for which the chat request is intended.
Chat users (Chat_User)	ChatUserUserID	The user account related to the given chat user object.
Community friends (Community_Friend)	FriendRequestedUserID FriendUserID FriendApprovedBy FriendRejectedBy	The users related to the friendship request.
Community groups (Community_Group)	GroupApprovedByUserID GroupCreatedByUserID	The user who created and approved the community group.
Community group invitations (Community_Invitation)	InvitedByUserID InvitedUserID	The users related to the community group invitation.
Community group members (Community_GroupMember)	MemberUserID MemberInvitedByUserID MemberApprovedByUserID	The users related to the given community group member.
Contacts (OM_Contact)	ContactOwnerUserID	The user assigned as the owner of the given contact.
Contact membership relationships (OM_Membership)	RelatedID	The user related to a given contact. The table contains records representing relationships between contacts and users/customers. Records representing user relationships have the value of the MemberType column set to 0.
Content notification subscriptions (Notification_Subscription)	SubscriptionUserID	The user related to the content notification subscription.
Customers (COM_Customer)	CustomerUserID	The user related to the customer (for registered customers).
Dashboard and user widget content (CMS_Personalization)	PersonalizationUserID	The user who created the given dashboard or user widget content. Considered as personal data, because the PersonalizationLastModified column of the personalization record contains a timestamp that could be used to track the user's activity.

Event log records (CMS_EventLog)	UserID	The user who triggered the logged event.
External authentication records (CMS_ExternalLogin)	UserID	The user related to the given external authentication record (for users created as a result of authentication via an external provider).
Favorite forums (Forums_UserFavorites)	UserID	The user who added the given forum or post to their favorites list.
Forum posts (Forums_ForumPost)	PostUserID PostApprovedByUserID	The user who added the forum post and the user who approved the post (for moderated forums).
Forum subscriptions (Forums_ForumSubscription)	SubscriptionUserID	The user related to the forum subscription.
Media files (Media_File)	FileCreatedByUserID FileModifiedByUserID	The users who created and last modified the given media file. Considered as personal data, because the media file record contains timestamps that could be used to track the user's activity.
Messages (Messaging_Message)	MessageRecipientUserID MessageSenderUserID	The users who are the sender and recipient of the given message.
Messaging contact lists (Messaging_ContactList)	ContactListUserID ContactListContactUserID	The users related to the messaging contact list record.
Messaging ignore lists (Messaging_IgnoreList)	IgnoreListUserID IgnoreListIgnoredUserID	The users related to the messaging ignore list record.
Message board posts (Board_Message)	MessageUserID MessageApprovedByUserID	The user who added the message board post and the user responsible for approving the post (on moderated message boards).
Message board subscriptions (Board_Subscription)	SubscriptionUserID	The user related to the message board subscription.
Online users (CMS_Session)	SessionUserID	The user related to the on-line user session (for authenticated users).
OpenID authentication records (CMS_OpenIDUser)	UserID	The user related to the given OpenID authentication record (for users created as a result of OpenID authentication).
Orders (COM_Order)	OrderCreatedByUserID	The user who created the order (for registered customers).

Report subscriptions (Reporting_ReportSubscription)	ReportSubscriptionUserID	The user who created the report subscription.
Shopping carts (COM_ShoppingCart)	ShoppingCartUserID	The user related to the shopping cart (for registered customers).
User settings (CMS_UserSettings)	UserSettingsUserGUID UserSettingsUserID UserActivatedByUserID	The user coupled with the given user settings (referenced in the UserSettingsUserID and UserSettingsUserGUID columns). The user who approved the registration of the given user account (when requiring approval for new users).
Wishlist items (COM_Wishlist)	UserID	The user who added the product to their wishlist.

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Web analytic statistics

Database table: Analytics_Statistics

The web analytics feature stores data as statistics representing individual tracked events. Each statistic contains the type of the event and information about the context in which the event occurred (i.e., a related object, site, and culture).

Web analytic statistics – Stored personal data

> ℹ Web analytics store all types of logged statistics within the *Analytics_Statistics* database table. The type of each statistic is determined by the value of the *StatisticsCode* column. For statistics with the **registereduser**, **browsertype**, **countries**, **mobiledevice** and **urlreferrals** *StatisticsCode* values, the data stored in the additional *StatisticsObjectName* column could be considered as personal (see the table below).
>
> Only the *Registered users* statistics are directly linked to specific visitors (via a reference to the related user object). The other statistics are anonymous and do not contain any references to entities representing a natural person.

Data	Column names	Purpose / Description
Browser type	Statistics ObjectName	- Displayed in the *Browser types* report in the *Web analytics* application - Processed and displayed by reports under the *Web Analytics -> Browser capabilities -> Browser types* category (accessible in the *Reporting* application)
Country name	Statistics ObjectName	- Displayed in the *Countries* report in the *Web analytics* application - Processed and displayed by reports under the *Web Analytics -> Countries* category (accessible in the *Reporting* application)
Mobile device type	Statistics ObjectName	- Displayed in the *Mobile devices* in the *Web analytics* application - Processed and displayed by reports under the *Web Analytics -> Mobiles devices* category (accessible in the *Reporting* application)

Referring URL	Statistics ObjectName	• Displayed in the *Traffic sources* reports in the *Web analytics* application • Processed and displayed by reports under the *Web Analytics -> Referrals* and *Referring sites* categories (accessible in the *Reporting* application)
User name	Statistics ObjectName	• Displayed in the *Registered users* report in the *Web analytics* application • Processed and displayed by reports under the *Web Analytics -> Registered users* category (accessible in the *Reporting* application) • *Note: Some sites may use email addresses as user name values*
System data	StatisticsID	• StatisticsID – used as an identifier within the system
References to other entities	Statistics ObjectID Statistics SiteID	• StatisticsObjectID – the object related to the logged statistic. The type of the referenced object depends on the type of the statistic (stored in the *StatisticsCode* column). For example, the object is a user for records of the *Registered users* statistic.

Web analytic statistics – Personal data sources

Source	Data flow
Web analytics	• The system saves values into the **StatisticsObjectName** column when logging web analytics for website visitors. For example, when a user registers on the site with *Registered users* web analytics enabled, the user name of the new user is saved.

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Workflow and automation process steps

Database table: CMS_WorkflowStep

[Marketing automation processes](#) and [advanced workflows](#) consist of steps, which may in certain cases contain personal data. The most common example are email address values in the From / To parameters of *Send email* steps.

Workflow and automation process steps – Stored personal data

Data	Column names	Purpose / Description
Step configuration	StepActionParameters	• Stores the parameter configuration for the step in XML format, which may include personal data in certain cases (e.g. email address values for *Send email* steps)
System data	StepLastModified StepID StepGUID	• StepLastModified – timestamp used by the system • StepID and StepGUID – used as identifiers within the system

Workflow and automation process steps – Personal data sources

Source	Data flow
Step editing	• Users with access to the administration interface manually enter parameter values for steps in the workflow / process designer interface (within the *Workflows* or *Marketing automation* application).

Workflow and automation process steps – References from entities containing personal data

Entity (Database table)	Column name	Description
Automation process history (CMS_Automation History)	HistoryStepID HistoryTargetStepID	The marketing automation steps related to the history record for a given process. Such history records are logged automatically when automation processes transition between steps. The history record also stores the ID of the user who approved the transition.
Workflow history (CMS_WorkflowHistory)	StepID TargetStepID	The workflow steps related to the version history record for a given page. Such history records are logged automatically when pages transition between workflow steps. The history record also stores the ID of the user who approved the transition.
Step security settings (CMS_WorkflowStepUser)	StepID	The workflow or automation step which has <u>security settings</u> assigned for specific users. Each record also stores the ID of the assigned user.