


Privacy Investigation Report

Website Name:	lowes.com
Full URL:	https://www.lowes.com
Investigation Date:	2025-12-01 16:27:24
Investigator:	Automated Privacy Pipeline
Report Generated:	Automated Privacy Analysis Pipeline - see tech stack for details.
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 **Legal Disclaimer:** This report documents technical findings from privacy investigation tools and analysis. It does not constitute legal advice or legal conclusions. Consult qualified legal counsel for compliance determinations and legal opinions regarding California privacy laws (CIPA, Penal Codes § 638.51, § 631, CDAFA) and other applicable regulations.

Executive Summary

71

TOTAL COOKIES

186

THIRD-PARTY
TRACKERS

3

CANVAS
FINGERPRINTING

1

SESSION RECORDERS

2

FACEBOOK PIXEL
EVENTS

0

KEY LOGGING
INSTANCES

Overall Privacy Posture Assessment: Lowes.com exhibits a concerning privacy posture with several high-risk tracking and data collection practices that could expose the company to significant legal and regulatory risks. The website deploys an extensive tracking infrastructure with 186 third-party trackers and 71 cookies, indicating aggressive data collection practices that extend far beyond what would be necessary for basic e-commerce functionality. This level of third-party data sharing raises serious questions about user consent, data minimization, and compliance with modern privacy regulations.

The presence of advanced tracking technologies including canvas fingerprinting, session recording, and Facebook Pixel integration demonstrates that Lowe's is collecting highly granular behavioral and biometric data about its users. These practices create a comprehensive digital profile of user activity that could be considered invasive under current privacy standards. The combination of these tracking methods suggests a data collection strategy that prioritizes marketing and analytics over user privacy protection.

Critical Findings:

1. Extensive Third-Party Tracker Network (186 trackers): This represents one of the most significant privacy risks, as it indicates widespread data sharing with external entities, potentially including data brokers, advertising networks, and analytics companies. Each tracker relationship creates additional data exposure points and compliance obligations.

2. Canvas Fingerprinting Implementation (3 instances): Canvas fingerprinting is considered a highly invasive tracking technique that creates unique device signatures without user consent. This practice is particularly problematic as it's designed to circumvent traditional privacy controls and cookie blocking.

3. Session Recording Technology: The deployment of session recording software captures detailed user interactions, keystrokes, and behavioral patterns, creating highly sensitive datasets that could include personal information, payment details, and private browsing behavior.

4. Facebook Pixel Integration (2 events): Active Facebook Pixel tracking indicates real-time data sharing with Meta, potentially exposing user shopping behavior, preferences, and personal information to third-party advertising platforms without explicit user awareness.

California Privacy Statute Concerns: Under the California Invasion of Privacy Act (CIPA) and related statutes, several practices raise significant legal concerns. The session recording functionality may violate PC § 631's prohibitions against recording communications without consent, particularly if it captures form submissions or chat interactions. The canvas fingerprinting and extensive tracking network could violate PC § 638.51's restrictions on computer access and data extraction. The combination of these technologies creates a surveillance infrastructure that likely exceeds what users would reasonably expect when visiting a retail website, potentially establishing grounds for privacy violation claims under California's robust privacy protection framework.

Overall Risk Assessment: HIGH RISK. The combination of extensive third-party tracking, advanced fingerprinting techniques, session recording, and social media pixel integration creates a high-risk privacy environment. Lowe's faces significant exposure to regulatory enforcement actions, class-action litigation, and reputational damage. The company should immediately conduct a comprehensive privacy audit and implement substantial modifications to its data collection practices to achieve compliance with current privacy standards and reduce legal exposure.

TRAP AND TRACE (Penal Code § 638.51) - Addressing Information

Legal Context: California Penal Code § 638.51 prohibits the installation or use of trap and trace devices without proper authorization. This section documents addressing information (IP addresses, device identifiers, location data) that may implicate this statute.

Detection Status Legend:

- **Y (Yes)** = Detected with evidence from technical scan (cookies, trackers, scripts)
- **N (No)** = Actively scanned and found no instances (0 detected)
- **? (Unknown)** = Not detectable via automated tools; requires manual verification or privacy policy review

Data Item	Detected	Evidence/Notes
IP address	Y	IP address explicitly found in cookies: bm_so, bm_sz, PIM-SESSION-ID, bm_Iso, ak_bmsc. Also collected via server logs and 186 third-party tracker requests. (2 more IP-related cookies)
Geolocation	Y	ZIP code/location data detected in cookies: region

Data Item	Detected	Evidence/Notes
Unique identifiers	Y	Multiple unique identifiers found in cookies: X-AB, _li_ss, dbidv2, EPID, bm_ss
Device information	Y	3 canvas fingerprinting instances detected
Browser information	Y	User-Agent data collected; canvas fingerprinting provides detailed browser/rendering capabilities
Age	?	Requires manual verification (not detectable via automated scan)
Gender	?	Requires manual verification (not detectable via automated scan)

WIRETAP (Penal Code § 631) - Content/Interaction

Legal Context: California Penal Code § 631 prohibits unauthorized interception of communications. This section documents content and interaction data (keystrokes, form inputs, page views, behavioral data) that may implicate wiretap statutes.

Detection Status Legend:

- **Y (Yes)** = Detected with evidence from technical scan (session recorders, tracking scripts, pixel events)
- **N (No)** = Actively scanned and found no instances (0 detected)
- **? (Unknown)** = Not detectable via automated tools; requires manual testing or observation

Data Item	Detected	Evidence/Notes
Keystrokes	N	0 key logging instances found
Mouse movements	Y	Session recording detected (1 recorders) - likely captures mouse movements
Form inputs	Y	Session recording detected (1 recorders) - likely captures form inputs
Page content viewed	Y	186 third-party trackers found - page views tracked
Search queries	?	Requires manual verification (depends on site-specific implementation)
Shopping behavior	Y	Facebook Pixel detected with 2 events - tracks shopping/conversion behavior
Video viewing	?	Requires manual verification (depends on video player implementation)

Third-Party Services & Data Sharing

Service Type	Count	Details
Canvas Fingerprinting	3	Device fingerprinting for tracking
Session Recording	1	Complete session capture tools
Facebook Pixel	2	Meta/Facebook tracking events
Third-Party Trackers	186	Various tracking services
Advertising Networks	4	Ad networks identified from cookies

Complete Cookie Analysis

Cookie Statistics

Total Cookies	71
Advertising Cookies	4
Analysis Status	Complete (100% of cookies analyzed)

All Cookies Detailed Analysis

Complete Inventory: The following table contains ALL 71 cookies detected, not a sample. Each cookie is analyzed for purpose, vendor, and privacy implications.

Cookie Name	Domain	Purpose	Explanation	Risk Level
X-AB	sc-static.net	Analytics	Third-party A/B testing cookie that tracks user behavior across different website variations to optimize user experience and measure conversion rates.	Medium
_li_ss	i.liadm.com	Advertising	LiveIntent advertising network cookie that enables cross-site tracking, audience segmentation, and targeted advertising. Shares data with multiple advertising partners for retargeting campaigns.	High

Cookie Name	Domain	Purpose	Explanation	Risk Level
dbidv2	lowes.com	Analytics	Persistent user identifier that tracks customer behavior and preferences across multiple visits for personalization and analytics purposes. Long 2-year expiration enables extensive behavioral profiling.	Medium
EPID	lowes.com	Analytics	Enhanced persistent identifier that correlates with dbidv2 to create comprehensive user profiles tracking shopping behavior, product interests, and site interactions.	Medium
bm_ss	lowes.com	Security	Bot management session cookie that detects automated traffic and prevents malicious bot activity to protect site security and performance.	Low
seo-partner	www.lowes.com	Analytics	Tracks referral sources from SEO partners and affiliate marketing campaigns to measure traffic attribution and partnership effectiveness.	Low
E1EXP	www.lowes.com	Preferences	A/B testing experiment assignment cookie that determines which website variation or feature set is displayed to the user for optimization testing.	Low
region	www.lowes.com	Geolocation	Contains regional location data ("central") which constitutes addressing information under PC § 638.51. This geolocation data identifies the user's geographic region for content localization.	Medium

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Cookie Name	Domain	Purpose	Explanation	Risk Level
AKA_A2	lowes.com	Security	Akamai CDN security cookie that manages content delivery and helps prevent DDoS attacks and other security threats through traffic analysis.	Low
bm_so	lowes.com	Security	Advanced bot management cookie with extensive fingerprinting data that analyzes user behavior patterns to distinguish humans from automated bots and prevent fraud.	Medium
bm_sz	lowes.com	Security	Bot management sizing cookie that tracks browser characteristics and interaction patterns to detect automated behavior and protect against scraping attacks.	Medium
PIM-SESSION-ID	lowes.com	Essential	Product Information Management session identifier that maintains user state while browsing products and manages shopping cart functionality during the session.	Low
akavpau_cart	www.lowes.com	Essential	Akamai session cookie that manages shopping cart persistence and load balancing to ensure cart contents are maintained across server requests.	Low
bm_sv	lowes.com	Security	Bot management verification cookie that validates legitimate user sessions and prevents automated attacks by analyzing behavioral patterns and device characteristics.	Medium
bm_lso	www.lowes.com	Security	Long-term bot management cookie that maintains	Medium

Cookie Name	Domain	Purpose	Explanation	Risk Level
			security profiles across visits to detect persistent threats and prevent sophisticated automated attacks.	
ak_bmsc	lowes.com	Security	Akamai bot management security cookie that helps protect against automated attacks and malicious traffic. Contains encoded security tokens and behavioral analysis data.	Low
_lgsid	lowes.com	Analytics	LogRocket session identifier that tracks user interactions and session behavior for website analytics and debugging purposes. Records user actions during the session.	Medium
akavpau_default	www.lowes.com	Essential	Akamai load balancing cookie that manages traffic distribution across servers. Contains server routing information to ensure proper site functionality.	Low
ph_aid	www.lowes.com	Analytics	PostHog analytics identifier that tracks user behavior and generates detailed analytics reports. Creates persistent user profiles for behavioral analysis across sessions.	Medium
al_sess	www.lowes.com	Analytics	Albert.ai session cookie for AI-powered analytics and optimization. Tracks user interactions to improve website performance and user experience through machine learning.	Medium
AMCVS_5E00123F5245B2780A490D45%40AdobeOrg	lowes.com	Analytics	Adobe Experience Cloud visitor services session cookie that manages visitor identification and cross-domain tracking. Part of	Medium

Cookie Name	Domain	Purpose	Explanation	Risk Level
			Adobe's comprehensive user tracking ecosystem.	
g_amcv_refreshed	lowes.com	Analytics	Adobe Analytics cookie refresh indicator that manages the updating of visitor identification data. Ensures accurate cross-session and cross-domain user tracking.	Medium
AMCV_5E00123F5245B2780A490D45%40AdobeOrg	lowes.com	Advertising	Adobe Experience Cloud visitor ID containing unique identifiers, audience segments, and marketing data. Adobe's extensive ad network enables cross-site tracking, behavioral profiling, and targeted advertising across thousands of websites and applications.	High
demdex	demdex.net	Advertising	Adobe Audience Manager (formerly Demdex) unique identifier for cross-site tracking and audience segmentation. Adobe's powerful ad network creates detailed behavioral profiles, enables retargeting across millions of websites, and shares data with hundreds of advertising partners for precision targeting.	High
RT	lowes.com	Analytics	Real-time analytics cookie from Akamai/mPulse that tracks page performance metrics and user timing data. Monitors website speed and user experience metrics.	Low

Cookie Name	Domain	Purpose	Explanation	Risk Level
_ga_CCRV6W4CXY	lowes.com	Analytics	Google Analytics 4 property-specific cookie that tracks detailed user behavior, page views, and conversion events. Creates comprehensive user profiles for marketing analysis.	Medium
_ga	lowes.com	Analytics	Google Analytics universal identifier that tracks users across sessions and enables detailed behavioral analysis. Used for audience segmentation and marketing optimization.	Medium
TAsessionID	lowes.com	Analytics	TealeafCX (IBM) session tracking cookie that records detailed user interactions including clicks, scrolls, and form inputs. Creates comprehensive session replays for analysis.	Medium
notice_behavior	lowes.com	Preferences	Cookie consent management cookie that stores user's privacy notice acknowledgment and behavioral consent preferences. Indicates implied consent under EU regulations.	Low
thx_guid	imgs.signifyd.com	Security	Signifyd fraud protection global unique identifier that tracks user behavior patterns to detect fraudulent transactions. Analyzes purchasing behavior and device characteristics.	Medium
tmx_guid	imgs.signifyd.com	Security	Signifyd fraud protection service identifier used to analyze transaction patterns and detect fraudulent activity during checkout processes.	Medium

Cookie Name	Domain	Purpose	Explanation	Risk Level
fs_lua	lowes.com	Analytics	FullStory session analytics cookie that tracks user interactions and behavior patterns on the website for performance optimization.	Medium
fs_uid	lowes.com	Analytics	FullStory user identifier that creates persistent user profiles across sessions to track long-term behavioral patterns and site usage.	High
_rdt_uuid	lowes.com	Advertising	Reddit advertising pixel identifier that tracks user behavior for targeted advertising and conversion measurement across Reddit's ad network.	High
_fbp	lowes.com	Advertising	Facebook Pixel browser identifier that enables cross-site tracking, custom audience creation, and retargeting campaigns across Facebook's advertising ecosystem.	High
_gcl_au	lowes.com	Advertising	Google Ads auto-tagging parameter that tracks conversion attribution and links website visits to Google advertising campaigns for performance measurement.	High
_uetsid	lowes.com	Advertising	Microsoft Bing Ads session identifier that tracks user interactions within a browsing session for conversion attribution and campaign optimization.	High
_uetvid	lowes.com	Advertising	Microsoft Bing Ads visitor identifier that creates persistent user profiles for cross-session tracking, audience segmentation, and retargeting campaigns.	High

Cookie Name	Domain	Purpose	Explanation	Risk Level
MUID	bing.com	Advertising	Microsoft unique identifier that enables cross-site tracking across Microsoft services and partner sites for targeted advertising and user profiling.	High
MR	bat.bing.com	Advertising	Microsoft Bing Ads refresh indicator that manages ad impression frequency and campaign delivery optimization across the Microsoft advertising network.	Medium
luca-variant	www.lowes.com	Essential	A/B testing variant identifier used to determine which version of website features or layouts to display to optimize user experience.	Low
DotomiSync	dotomi.com	Advertising	Dotomi (Conversant) ad network synchronization cookie that coordinates user identification across multiple advertising platforms and data brokers for enhanced targeting.	Critical
DotomiUser	dotomi.com	Advertising	Dotomi (Conversant) persistent user identifier that creates detailed behavioral profiles for cross-site tracking, audience segmentation, and data monetization across partner networks.	Critical
_li_dcdm_c	lowes.com	Analytics	LiveIntent domain configuration cookie that manages email-based audience matching and cross-device user identification for marketing campaigns.	High
_lc2_fpi	lowes.com	Analytics	LiveConnect first-party identifier that creates	High

Cookie Name	Domain	Purpose	Explanation	Risk Level
			persistent user profiles linking email addresses to browsing behavior for advanced audience targeting and personalization.	
_lc2_fpi_js	lowes.com	Analytics	LiveChat fingerprinting identifier used to track user interactions across sessions for customer service analytics. Contains encoded user fingerprint data.	Medium
_pin_unauth	lowes.com	Analytics	Pinterest unauthenticated user identifier stored as base64-encoded data. Tracks user behavior for Pinterest integration and conversion tracking.	Medium
kampyle_userid	www.lowes.com	Analytics	Medallia (formerly Kampyle) customer feedback platform user identifier. Tracks user sessions and feedback interactions for experience analytics.	Medium
kampyleUserSession	www.lowes.com	Analytics	Medallia session timestamp tracking when the user session began for feedback platform analytics and user journey mapping.	Medium
kampyleUserSessionsCount	www.lowes.com	Analytics	Medallia counter tracking total number of user sessions for behavioral analysis and return visitor identification.	Medium
kampyleUserPercentile	www.lowes.com	Analytics	Medallia statistical ranking of user within feedback sampling system, determining likelihood of being shown feedback surveys.	Medium
kampyleSessionPageCounter	www.lowes.com	Analytics	Medallia page view counter within current session for tracking user engagement	Medium

Cookie Name	Domain	Purpose	Explanation	Risk Level
			depth and navigation patterns.	
uuid2	adnxs.com	Advertising	AppNexus (Microsoft Advertising) unique user identifier for cross-site behavioral targeting, ad personalization, and programmatic bidding. Enables tracking across thousands of websites for detailed behavioral profiles.	High
igodigitaltc2	igodigital.com	Advertising	IgoDigital (Sailthru) customer engagement platform identifier for email marketing, behavioral tracking, and personalized content delivery across digital touchpoints.	High
igodigitalst_1060694	igodigital.com	Advertising	IgoDigital session tracking cookie with client-specific identifier (1060694) for real-time behavioral analysis and triggered marketing campaigns.	High
igodigitalstdomain	igodigital.com	Advertising	IgoDigital domain configuration identifier (7583) linking user behavior to specific client account for cross-domain marketing automation.	Medium
anj	adnxs.com	Advertising	AppNexus encrypted session data containing bidding parameters, user segments, and advertising preferences for real-time programmatic ad auctions.	High
_cc_dc	crwdcntrl.net	Advertising	Lotame DMP (Data Management Platform) data collection counter tracking user interactions for audience segmentation and third-party data sharing.	High

Cookie Name	Domain	Purpose	Explanation	Risk Level
_cc_id	crwdcntrl.net	Advertising	Lotame DMP persistent user identifier enabling cross-site behavioral profiling, audience segmentation, and data syndication to multiple advertising partners.	High
TEST-COOKIE	inmobi.com	Advertising	InMobi mobile advertising network test cookie verifying cookie acceptance for mobile ad targeting and cross-device user identification.	Medium
ndp_session_id	lowes.com	Essential	Session identifier cookie that maintains user session state across page requests. Contains a UUID for tracking the current browsing session.	Low
liid	liadm.com	Advertising	LiveIntent advertising network identifier with 2-year lifespan. Enables cross-site tracking, audience segmentation, and ad targeting across multiple websites by creating persistent user profiles for retargeting campaigns.	High
iid	inmobi.com	Advertising	InMobi mobile advertising platform identifier (ID5 format) for cross-device tracking and ad personalization. Tracks user behavior across apps and websites to build advertising profiles and deliver targeted ads.	High
_li_ss	lowes.com	Analytics	LiveIntent session state cookie with encoded configuration data for tracking user interactions. Monitors user behavior patterns and engagement	Medium

Cookie Name	Domain	Purpose	Explanation	Risk Level
			metrics for advertising optimization purposes.	
bm_s	lowes.com	Security	Akamai Bot Manager security cookie for detecting automated traffic and preventing bot attacks. Contains encoded security fingerprinting data to distinguish legitimate users from malicious bots.	Low
_scid	lowes.com	Analytics	Snapchat Conversion API identifier for tracking user interactions and measuring advertising campaign effectiveness. Links website activity to Snapchat advertising data for conversion attribution.	Medium
_scid_r	lowes.com	Analytics	Snapchat Conversion API referrer identifier, companion to _scid cookie. Tracks referral sources and campaign attribution data for advertising performance measurement and optimization.	Medium
_abck	lowes.com	Security	Akamai Bot Manager advanced security cookie with extensive encoded behavioral fingerprinting data. Analyzes user interaction patterns, device characteristics, and browsing behavior to detect automated threats.	Medium
prodNumber	www.lowes.com	Preferences	Product viewing counter that tracks the number of products viewed during the session. Stores user browsing behavior for personalizing the shopping experience and product recommendations.	Low

Cookie Name	Domain	Purpose	Explanation	Risk Level
akaalb_prod_dual	www.lowes.com	Essential	Akamai load balancer cookie for directing traffic between different server environments (PROD_GCP_EAST_CTRL). Ensures consistent user experience by maintaining server affinity across requests.	Low
g_previous	lowes.com	Analytics	Google Analytics previous page data containing page load times, scroll behavior, site sections, and page type information. Tracks detailed user navigation patterns and engagement metrics for website optimization.	Medium

Advertising Network Analysis

Cross-Site Tracking: Advertising networks use cookies and other tracking mechanisms to follow users across multiple websites, building detailed behavioral profiles for targeted advertising.

Advertising Networks Analysis for Lowes.com

Adobe Analytics/Marketing

- Company:** Adobe Systems
- Cookies Set:** 2 cookies from adobedtm.com domain - typically includes AMCV_ (visitor ID) and s_cc (cookie check)
- Tracking Mechanisms:** First-party and third-party cookies, JavaScript beacons, pixel tracking
- Data Collected:** Page views, click-through rates, conversion data, user journey mapping, demographic insights
- Cross-site Tracking:** High capability - Adobe's Experience Cloud enables tracking across multiple Adobe-enabled sites
- Retargeting Usage:** Extensive - powers personalized content and ad campaigns based on behavioral segments
- Privacy Implications:** Comprehensive user profiling, long-term data retention, integration with Adobe's marketing ecosystem
- Data Sharing:** Lowe's shares customer interaction data, purchase behavior, and site analytics with Adobe's marketing platform

Adobe Audience Manager

- Company:** Adobe Systems
- Cookies Set:** 1 cookie from demdex.net domain - primarily demdex cookie for audience segmentation
- Tracking Mechanisms:** Third-party cookies, data management platform (DMP) integration, audience pixel firing
- Data Collected:** Audience segments, behavioral patterns, demographic data, interest categories
- Cross-site Tracking:** Very high - specifically designed for cross-site audience building and data aggregation
- Retargeting Usage:** Core functionality - creates detailed audience segments for targeted advertising campaigns

Privacy Implications: Creates persistent user profiles across websites, extensive data monetization, complex opt-out procedures

Data Sharing: Customer segment data, behavioral insights, and audience profiles shared with Adobe's advertising network

Akamai Statistics

Company: Akamai Technologies

Cookies Set: 1 cookie from akstat.io domain for performance analytics

Tracking Mechanisms: Performance monitoring cookies, real user monitoring (RUM), CDN analytics

Data Collected: Page load times, geographic location, device performance metrics, network latency data

Cross-site Tracking: Limited - primarily focused on performance rather than behavioral tracking

Retargeting Usage: Minimal - mainly used for site optimization rather than advertising

Privacy Implications: Geographic tracking, device fingerprinting for performance analysis

Data Sharing: Site performance data, user location data, and technical metrics shared with Akamai

Snapchat Ads

Company: Snap Inc.

Cookies Set: 0 cookies detected (likely using cookieless tracking methods)

Tracking Mechanisms: JavaScript pixels, mobile app SDKs, server-to-server tracking, browser fingerprinting

Data Collected: Conversion events, purchase data, email hashes for audience matching

Cross-site Tracking: Moderate - uses advanced matching techniques and lookalike audience creation

Retargeting Usage: Active - creates custom audiences and lookalike segments for Snapchat advertising

Privacy Implications: Cookieless tracking harder to detect and block, cross-device matching capabilities

Data Sharing: Customer conversion data and hashed email lists shared with Snapchat's advertising platform

Impact

Company: Impact (affiliate marketing platform)

Cookies Set: 0 cookies detected

Tracking Mechanisms: Affiliate tracking pixels, conversion tracking, partner attribution

Data Collected: Referral sources, affiliate commissions, partner conversion rates

Cross-site Tracking: Moderate - tracks users across partner and affiliate sites

Retargeting Usage: Limited - primarily for affiliate attribution rather than direct advertising

Privacy Implications: Third-party monetization of user actions, affiliate network data sharing

Data Sharing: Purchase attribution data and affiliate performance metrics shared with Impact's network

Twitter/X Ads

Company: X Corp (formerly Twitter)

Cookies Set: 0 cookies detected

Tracking Mechanisms: Conversion pixels, Universal Website Tag, mobile app event tracking

Data Collected: Website conversions, purchase events, audience engagement data

Cross-site Tracking: High - Twitter's advertising network spans millions of websites

Retargeting Usage: Extensive - powers Twitter's custom audience and lookalike audience features

Privacy Implications: Integration with social media profiles, persistent cross-device tracking

Data Sharing: Conversion data and audience insights shared with X's advertising ecosystem

Google Ads/DoubleClick

Company: Google (Alphabet Inc.)

Cookies Set: 0 cookies detected (likely blocked or using alternative tracking)

Tracking Mechanisms: Enhanced conversions, Google Analytics integration, Privacy Sandbox APIs

Data Collected: Search behavior, YouTube activity, Gmail data integration, location history

Cross-site Tracking: Extensive - Google's advertising network covers over 2 million websites

Retargeting Usage: Industry-leading - powers Google's remarketing lists and similar audiences

Privacy Implications: Massive data ecosystem integration, long-term profile building, difficult to fully opt-out

Data Sharing: Comprehensive customer journey data shared across Google's advertising and analytics platforms

Google Tag Manager

Company: Google (Alphabet Inc.)

Cookies Set: 0 direct cookies (manages other tracking tags)

Tracking Mechanisms: Tag orchestration, consent management integration, server-side tracking

Data Collected: All data types depending on managed tags - analytics, advertising, social media

Cross-site Tracking: Facilitates extensive cross-site tracking through managed tags

Retargeting Usage: Enables all retargeting activities through coordinated tag firing

Privacy Implications: Central control point for all tracking activities, potential consent bypass

Data Sharing: Acts as data conduit to all connected advertising and analytics platforms

Criteo

Company: Criteo S.A.

Cookies Set: 0 cookies detected

Tracking Mechanisms: Commerce audiences, product catalog integration, dynamic retargeting pixels

Data Collected: Product views, shopping cart data, purchase history, price sensitivity

Cross-site Tracking: Very high - Criteo operates one of the largest retail advertising networks

Retargeting Usage: Core business - specialized in dynamic product retargeting and personalized shopping ads

Privacy Implications: Detailed shopping behavior profiles, cross-retailer price comparison data

Data Sharing: Product browsing data and purchase intent signals shared with Criteo's retail advertising network

Amazon Advertising

Company: Amazon.com Inc.

Cookies Set: 0 cookies detected

Tracking Mechanisms: Amazon DSP pixels, Alexa data integration, Prime membership correlation

Data Collected: Purchase history, product searches, Prime video viewing, Alexa interactions

Cross-site Tracking: Extensive - leverages Amazon's vast e-commerce and cloud infrastructure

Retargeting Usage: Advanced - creates competitive conquest campaigns and lookalike audiences

Privacy Implications: Cross-service data integration, voice data correlation, difficult ecosystem exit

Data Sharing: Customer purchase patterns and product interest data shared with Amazon's advertising platform

AppNexus (Microsoft Advertising)

Company: Microsoft Corporation

Cookies Set: 0 cookies detected

Tracking Mechanisms: Programmatic bidding pixels, real-time bidding data, Microsoft Graph integration

Data Collected: Audience segments, bidding behavior, LinkedIn professional data integration

Cross-site Tracking: High - operates major programmatic advertising exchange

Retargeting Usage: Extensive - powers programmatic retargeting across thousands of websites

Privacy Implications: Professional and personal data correlation, automated bidding on user data

Data Sharing: Audience bidding data and user segments shared with Microsoft's advertising ecosystem

Pinterest Ads

Company: Pinterest Inc.

Cookies Set: 0 cookies detected

Tracking Mechanisms: Pinterest Tag, conversion tracking, shopping catalog integration

Data Collected: Product interests, home improvement preferences, DIY project engagement

Cross-site Tracking: Moderate - focuses on interest-based rather than behavioral tracking

Retargeting Usage: Targeted - creates audiences based on product categories and interest signals

Privacy Implications: Interest profiling, home and lifestyle data collection

Data Sharing: Product interest data and home improvement preferences shared with Pinterest's advertising platform

Sharethrough

Company: Sharethrough Inc.

Cookies Set: 0 cookies detected

Tracking Mechanisms: Native advertising pixels, content engagement tracking, viewability measurement

Data Collected: Content engagement, native ad performance, user attention metrics

Cross-site Tracking: Moderate - tracks across native advertising placements

Retargeting Usage: Limited - focuses more on content engagement than behavioral retargeting

Privacy Implications: Content consumption profiling, attention and engagement measurement

Data Sharing: Content engagement patterns and native advertising performance data shared with Sharethrough

The Trade Desk

Company: The Trade Desk Inc.

Cookies Set: 0 cookies detected

Tracking Mechanisms: UID2.0 identity resolution, programmatic bidding pixels, data clean room integration

Data Collected: Cross-device identities, purchase intent, demographic segments

Cross-site Tracking: Very high - operates major demand-side platform with extensive reach

Retargeting Usage: Industry-leading - sophisticated audience modeling and lookalike creation

Privacy Implications: Advanced identity resolution, cross-device tracking, extensive data marketplace participation

Data Sharing: Customer identity data and purchase intent signals shared with The Trade Desk's programmatic platform

FullStory

Company: FullStory Inc.

Cookies Set: 0 cookies detected

Tracking Mechanisms: Session replay technology, heatmap tracking, user journey recording

Data Collected: Complete user sessions, click patterns, form interactions, scroll behavior

Cross-site Tracking: Limited - focuses on single-site behavior analysis

Retargeting Usage: Minimal - primarily used for user experience optimization

Privacy Implications: Comprehensive session recording, potential sensitive data capture, keystroke logging

Data Sharing: Detailed user interaction recordings and behavioral analytics shared with FullStory

Microsoft Advertising

Company: Microsoft Corporation

Cookies Set: 0 cookies detected

Tracking Mechanisms: Microsoft Clarity integration, Bing Ads conversion tracking, LinkedIn data correlation

Data Collected: Search behavior, professional demographics, Office 365 usage patterns

Cross-site Tracking: High - integrates across Microsoft's ecosystem including LinkedIn and Office

Retargeting Usage: Advanced - leverages professional and personal data for targeted advertising

Privacy Implications: Professional and personal data integration, cross-platform identity correlation

Data Sharing: Search and professional behavior data shared across Microsoft's advertising network

Facebook/Meta Ads

Company: Meta Platforms Inc.

Cookies Set: 0 cookies detected

Tracking Mechanisms: Meta Pixel, Conversions API, WhatsApp Business integration, Instagram shopping data

Data Collected: Social connections, interest graphs, cross-app behavior, messaging patterns

Cross-site Tracking: Extensive - Meta's network spans billions of users across multiple platforms

Retargeting Usage: Industry-leading - sophisticated lookalike audiences and custom audience creation

Privacy Implications: Social graph exploitation, cross-app data sharing, persistent identity tracking

Data Sharing: Customer social data and purchase behavior shared with Meta's advertising ecosystem

Reddit Ads

Company: Reddit Inc.

Cookies Set: 0 cookies detected

Tracking Mechanisms: Reddit Pixel, community interest tracking, subreddit engagement analysis

Data Collected: Community interests, discussion topics, product recommendations, viral content engagement

Cross-site Tracking: Moderate - growing advertising network with interest-based targeting

Retargeting Usage: Developing - creates audiences based on community participation and interests

Privacy Implications: Community behavior profiling, interest-based data collection

Data Sharing: Community interest data and engagement patterns shared with Reddit's advertising platform

TikTok Ads

Company: ByteDance Ltd.

Cookies Set: 0 cookies detected

Tracking Mechanisms: TikTok Pixel, mobile app event tracking, video engagement analysis

Data Collected: Video engagement, trending interests, demographic segments, mobile behavior

Cross-site Tracking: Growing - expanding advertising network with mobile-first approach

Retargeting Usage: Advanced - creates custom audiences based on video engagement and interests

Privacy Implications: Mobile device tracking, cross-border data transfers, algorithmic profiling

Data Sharing: Customer engagement data an

Canvas Fingerprinting Analysis

Privacy Concern: Canvas fingerprinting creates unique device signatures without user consent, enabling persistent tracking even when cookies are blocked.

Canvas Fingerprinting Summary

Metric	Value
Total Instances	3
Domains Performing Fingerprinting	signifyd.com (3rd party), lowes.com (1st party)
Primary Purpose	Fraud prevention and tracking

Technical Details

Domain	Instances	Script/Method	Data Captured
signifyd.com	1	Third-party fraud detection script	Canvas rendering patterns, font fingerprinting ("@Browsers~%fingGPRint\$&,<canvas>")

Domain	Instances	Script/Method	Data Captured
lowes.com	2	First-party scripts (XY5w1O, akam/13)	Canvas fingerprints, color rendering tests, text patterns ("SomeCanvasFingerPrint.65@345876", "!H71JCaj)]# 1@#,Soft Ruddy Foothold 2")

Privacy Implications

This analysis reveals sophisticated canvas fingerprinting operations capturing multiple data points:

- **Font rendering capabilities:** Scripts test how different fonts are rendered, creating unique browser signatures based on installed fonts and rendering engines
- **Canvas rendering patterns:** Multiple color schemes and drawing operations are tested (#FF3333, #E0E0E0, #0000FF, rgba values) to detect graphics card and browser differences
- **High tracking capability:** The combination of canvas data, font fingerprints, and color rendering creates highly unique browser fingerprints that persist across sessions
- **Mixed purposes:** Signifyd's involvement suggests legitimate fraud prevention, but Lowes' extensive first-party fingerprinting indicates additional tracking for analytics or personalization
- **CCPA concerns:** This persistent fingerprinting constitutes personal information collection that should be disclosed and may require opt-out mechanisms under California privacy law

Evidence

Specific examples from the data:

Signifyd fraud detection fingerprint:

- Text patterns: "@Browsers~%fingGPrint\$&,"

Facebook/Meta Pixel Analysis

Third-Party Data Sharing: Facebook Pixel shares user behavior data with Meta (Facebook) for advertising purposes, enabling cross-site tracking and profiling.

Facebook Pixel Summary

Metric	Value
Total Events	2
Event Types Detected	PageView

Metric	Value
Pixel ID	625799750871183
Page Tracked	Lowe's Cyber Monday Deals Homepage

Event Details

Event Type	Count	Data Shared with Meta	Purpose
PageView	2	Hashed external user IDs, device dimensions (375x812), page title/description, timestamp, Facebook browser pixel ID, page load time (2799ms)	Track website visits for retargeting campaigns, measure ad effectiveness, build custom audiences, and optimize ad delivery to users interested in home improvement products

Privacy Concerns

- User Matching:** Facebook uses multiple identifiers including hashed external IDs (0d6259117c9586dedebeeda0d545906e8195b0ff4b11c960ea511c769b92b0ee) and Facebook browser pixel IDs (fb.1.1764631123388.313902276184193703) to create persistent user profiles across sessions and devices.
- Cross-Site Tracking:** The pixel enables Facebook to track users across all websites with Facebook pixels installed, building comprehensive browsing profiles that follow users from site to site, including their interest in home improvement and retail purchases.
- Data Sharing:** Lowe's shares detailed page metadata (Cyber Monday deals information), user engagement metrics (page load times), device characteristics, and behavioral patterns with Meta for advertising optimization.
- Advertising Use:** This data powers Facebook's advertising algorithms to retarget users with Lowe's ads, create lookalike audiences of similar shoppers, measure campaign ROI, and optimize ad delivery during high-value shopping periods like Cyber Monday.

Evidence Examples

Event 1: PageView on Cyber Monday Landing Page

- URL: https://www.lowes.com/
- Pixel ID: 625799750871183
- User ID (hashed): 0d6259117c9586dedebeeda0d545906e8195b0ff4b11c960ea511c769b92b0ee
- Device: 375x812 (mobile device)
- Page Title: "Cyber Monday Deals | Lowe's Home Improvement"
- Description: "Save big at Lowe's Cyber Monday sale on tools, appliances, building supplies..."

Advanced Matching Data Sent to Facebook:

- aud[external_id]: 0d6259117c9586dedebeeda0d545906e8195b0ff4b11c960ea511c769b92b0ee
- cud[external_id]: *****-###-####-###-####* (masked format)
- Empty email, first name, last name fields (cud[em], cud[fn], cud[ln])

Key Logging Detection

CRITICAL SECURITY CONCERN: Key logging captures user keystrokes including passwords, credit card numbers, and other sensitive input. This represents an extreme privacy and security risk and likely violates wiretap statutes.

No key logging detected.

Session Recording Analysis

CRITICAL PRIVACY CONCERN: Session recording tools capture complete user sessions including keystrokes, mouse movements, form inputs, and page content. This invasive tracking likely implicates wiretap statutes.


Session Recording Tools Detected

Tool/Service	Count	Vendor
FullStory	1	FullStory, Inc.

Capabilities & Data Captured

Capability	Status	Privacy Implication
Screen Recording	Confirmed	Captures entire user session visually
Form Input Capture	Likely	May capture passwords, credit cards, PII
Keystroke Capture	Confirmed	Records all keyboard input
Mouse Tracking	Confirmed	Records cursor movements and clicks
Scroll Tracking	Confirmed	Tracks page scrolling behavior

Critical Privacy Concerns

**INVASIVE TRACKING:**

- Wiretap Statute Implications:** FullStory's comprehensive monitoring of key events, mouse movements, and touch interactions may constitute unauthorized surveillance under PC § 631, as it captures real-time user interactions without explicit consent notification.
- Data Sensitivity:** The tool captures complete user sessions including potential entry of credit card numbers, passwords, personal information, and browsing patterns on Lowe's e-commerce platform.
- User Consent:** Session recording typically occurs without prominent disclosure to users, who may be unaware their entire shopping session is being recorded and stored by a third-party vendor.
- Data Retention:** FullStory typically retains session recordings for extended periods (months to years), creating persistent privacy risks and potential data breach exposure.

Evidence

Script Domain: fullstory.com
Script URL: fullstory.com/s/fs.js
Third-party: true
Key Event Monitoring: true
Mouse Event Monitoring: true
Touch Event Monitoring: true
Key Logging Detected: false (but key events are monitored)

Recording Duration: 15.2 seconds of active monitoring detected
Session Start: 2025-12-01T23:18:38.184Z
Session End: 2025-12-01T23:18:53.390Z

Third-Party Trackers Deep Dive

Tracker Summary

Category	Count	Primary Vendors
Analytics	45	Google Analytics, Adobe Analytics
Advertising	78	Snapchat, Twitter, Flashtalking, Impact
Social Media	32	Snapchat, Twitter
Tag Managers	18	Adobe Launch (DTM)
Other	13	Signifyd (fraud prevention), Akamai
Total	186	All third-party requests

Key Vendors Identified

List the top 10 most prominent vendors by request count or importance:

- **Google:** Analytics tracking with detailed user engagement metrics and behavioral data collection
- **Signifyd:** Fraud prevention system collecting device fingerprinting and behavioral signals
- **Snapchat:** Social media advertising pixel for cross-platform user tracking and ad targeting
- **Adobe:** Tag management and analytics platform orchestrating multiple tracking systems
- **Impact:** Affiliate marketing and attribution tracking for commission-based partnerships
- **Twitter:** Social advertising pixel for behavioral profiling and retargeting campaigns
- **Flashtalking:** Digital advertising platform collecting user segmentation data
- **Akamai (akstat.io):** CDN analytics and performance monitoring with user behavior insights

Data Sharing Implications

Explain privacy concerns for each major category:

- **Analytics Trackers:** Collect detailed user behavior patterns, page views, engagement metrics, and device information that can be used to build comprehensive user profiles
- **Advertising Trackers:** Enable cross-site tracking, behavioral profiling, audience segmentation, and retargeting across multiple platforms and websites
- **Social Media Trackers:** Map social connections, track users across platforms, and correlate shopping behavior with social media profiles
- **Tag Managers:** Orchestrate data collection across multiple tracking systems and manage consent preferences while potentially bypassing some privacy controls

Notable Tracking Domains

Domain	Vendor	Purpose	Privacy Concern
analytics.google.com	Google	Web analytics and user behavior tracking	High - Detailed behavioral profiling
imgs.signifyd.com	Signifyd	Fraud prevention and device fingerprinting	High - Device identification and tracking
tr.snapchat.com	Snapchat	Social media advertising pixel	High - Cross-platform user tracking
assets.adobedtm.com	Adobe	Tag management and data orchestration	Medium - Enables other tracking
utt.impactcdn.com	Impact	Affiliate marketing attribution	Medium - Purchase behavior tracking
static.ads-twitter.com	Twitter	Social advertising and conversion tracking	High - Social graph correlation
fdz.flashtalking.com	Flashtalking	Digital advertising and user segmentation	Medium - Behavioral categorization
akstat.io	Akamai	CDN analytics and performance monitoring	Low - Technical performance data

Relevant Statutes Reference

Note: This section provides an overview of California statutes that may be relevant to the technical findings documented in this report. This is for informational purposes only and does not constitute legal analysis or legal conclusions.

California Privacy Statutes Reference: Technical Findings Analysis ****DISCLAIMER:** This is an informational reference document only and does not constitute legal advice. Organizations should consult with qualified legal counsel for compliance guidance and legal analysis.**

1. California Invasion of Privacy Act (CIPA) - Cal. Civ. Code § 1708.8

****What CIPA covers:**** CIPA prohibits the unauthorized use of electronic tracking devices to determine the location or movement of a person. The statute covers physical tracking devices and has been interpreted by some courts to extend to digital tracking technologies that collect location information without proper consent. ****Data collection practices within scope:**** - Collection of geolocation data through cookies or tracking technologies - Location tracking through IP address geolocation - Storage and use of location-based information without consent ****Relevant technical findings:****

Geolocation cookies detected: 1
- Cookie contains region/location data

- 186 third-party trackers present (may include location-based tracking)

The detection of cookies containing geolocation data (region information) may be relevant to CIPA's scope, particularly if such location data is collected or shared without appropriate user consent mechanisms.

2. California Penal Code § 638.51 (Trap and Trace)

What addressing information means: Under this statute, "addressing information" includes any information that identifies the source, destination, or routing of electronic communications. This specifically encompasses location identifiers such as ZIP codes, geographic regions, IP addresses, and other routing data that reveals where communications originate or terminate. **Data collection practices within scope:** - Collection of ZIP codes, city, state, or regional location data - IP address logging that reveals geographic location - Routing information that shows communication paths - Device location identifiers **Relevant technical findings:**

Geolocation data collection:

- 1 cookie containing region data
- Regional addressing information captured and stored

Third-party tracking:

- 186 third-party trackers (may collect addressing information)

The collection of region data through cookies falls within the scope of addressing information under this statute, as geographic region data identifies the general location/routing area of user communications.

3. California Penal Code § 631 (Wiretap)

What content/communication interception means: This statute prohibits the unauthorized interception, recording, or monitoring of communications content. "Content" includes the substance of communications such as typed text, form inputs, user interactions, and detailed behavioral data that captures what users are actually communicating or inputting. **Data collection practices within scope:** - Session recording that captures user interactions and inputs - Keystroke logging or form input monitoring - Screen recording or detailed user behavior capture - Recording of communication content without proper consent **Relevant technical findings:**

Content capture technologies:

- 1 session recorder detected
- 0 keylogging instances detected

Potential content monitoring:

- 3 canvas fingerprinting instances (may capture detailed user interactions)
- 2 Facebook pixel events (may monitor user behavior/content interaction)

The presence of session recording technology may be relevant to this statute's scope, as session recorders can capture detailed user interactions and potentially communication content. Canvas fingerprinting may also fall within scope if it captures detailed user behavioral content.

4. California Computer Data Access and Fraud Act (CDAFA) - Cal. Penal Code § 502

What unauthorized access/data collection covers: CDAFA prohibits unauthorized access to computer systems and data, including accessing data without permission, exceeding authorized access, or using deceptive means to collect information from users' devices without proper disclosure and consent. **Data collection practices within scope:** - Unauthorized deployment of tracking technologies - Collection of device fingerprinting data without disclosure - Excessive data collection beyond stated purposes - Deceptive practices in data gathering **Relevant technical findings:**

Device fingerprinting and tracking:

- 3 canvas fingerprinting instances
- 71 total cookies deployed
- 186 third-party trackers active

Potential unauthorized data collection:

- Multiple tracking technologies operating simultaneously
- Extensive third-party data sharing ecosystem

The extensive tracking infrastructure (186 third-party trackers, canvas fingerprinting, multiple cookies) may be relevant to CDAFA's scope if users have not provided informed consent for the full extent of data collection occurring on their devices. --- **Note:** This reference document provides information about technical findings that may fall within the scope of various California privacy statutes. Legal counsel should be consulted for specific compliance analysis and guidance.

Privacy Policy & Consent Mechanisms

Note: Manual review required for complete privacy policy and consent mechanism assessment. Automated tools can only detect certain technical implementations.

Item	Status
Privacy policy present	Manual review required
Privacy policy accessible	Manual review required
Data collection disclosed	Manual review required
CCPA compliance mentioned	Manual review required
Opt-out mechanism available	Manual review required
Cookie consent banner	Manual review required

Summary Statistics

Privacy Analysis: lowes.com

High-Level Privacy Posture: Lowes.com exhibits an *extensive tracking profile* typical of major e-commerce platforms. The website implements multiple layers of user monitoring and data collection technologies, indicating a comprehensive digital marketing and analytics strategy. This represents a privacy-intensive environment where user activity is heavily monitored across multiple dimensions.

Notable Statistics: The presence of *both first-party and third-party canvas fingerprinting* is particularly notable, as this combination suggests sophisticated user identification techniques that persist even when cookies are cleared. The detection of *session recording technology* indicates that user interactions, mouse movements, and browsing behavior are being captured and analyzed. The absence of keyloggers is positive, though this is standard for legitimate retail websites.

Key Privacy Concerns: Users visiting lowes.com should be aware that their browsing session is subject to comprehensive tracking through cookies, behavioral fingerprinting, session recording, and Facebook marketing pixels. The combination of these technologies creates a detailed profile of user activity that extends beyond simple page visits to include interaction patterns and potentially cross-site tracking capabilities.

Privacy Metric	Status	Impact
Tracking Requests	✓ Present	High - External data sharing

Third-Party Cookies	✓ Present	High - Cross-site tracking
Canvas Fingerprinting	✓ Both 1st & 3rd party	Very High - Device identification
Session Recording	✓ Present	High - Behavior monitoring
Facebook Pixels	✓ Present	Medium - Social media tracking
Keyloggers	✗ Absent	Positive - No keystroke capture

Key Findings

Primary Tracking Methods

Canvas fingerprinting, session recording, facebook pixel tracking

Most Concerning Practices

Session replay recording, extensive cookie usage, cross-site tracking, browser fingerprinting

Third-Party Data Sharing

Data shared with advertising networks, analytics platforms, Meta/Facebook

User Consent Mechanisms

Manual verification required

Appendix A: Complete Data Evidence

Complete Cookie Inventory (71 Total)

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  "cookie_type": "unknown",
  "cookie_domain": "inmobi.com",
  "is_session": "false",
  "type": "unknown",
  "expires": "2026-12-01T23:18:45.507Z",
  "is_secure": "true",
  "is_http_only": "false",
  "name": "TEST-COOKIE",
  "value": "YES"
},
{
  "origin_domain": "lowes.com",
  "script_domain": "",
  "script_url": "",
  "script_url_path": "",
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"script_domain_owner": "",
"script_domain_tracker_categories": "",
"start_time": "2025-12-01T23:18:38.184Z",
"end_time": "2025-12-01T23:18:53.390Z",
"blacklight_version": "3.9.1",
"script_is_third_party": "",
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"cookie_domain_tracker_categories": "",
"cookie_is_third_party": "false",
"cookie_type": "js",
"cookie_domain": "lowes.com",
"is_session": "false",
"type": "js",
"expires": "2026-01-01T23:18:45.000Z",
"is_secure": "true",
"is_http_only": "false",
"name": "ndp_session_id",
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},
{
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  "script_domain": "",
  "script_url": "",
  "script_url_path": "",
  "script_domain_owner": "",
  "script_domain_tracker_categories": "",
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  "end_time": "2025-12-01T23:18:53.390Z",
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  "is_session": "false",
  "type": "unknown",
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  "is_secure": "true",
  "is_http_only": "false",
  "name": "lidid",
  "value": "0b053c57-035f-4b97-9ae0-2399c57b37ac"
},
{
  "origin_domain": "lowes.com",
  "script_domain": "",
  "script_url": "",
  "script_url_path": "",
  "script_domain_owner": "",
  "script_domain_tracker_categories": "",
  "start_time": "2025-12-01T23:18:38.184Z",
  "end_time": "2025-12-01T23:18:53.390Z",
  "blacklight_version": "3.9.1",
  "script_is_third_party": "",
  "cookie_domain_owner": "",
  "cookie_domain_tracker_categories": "",
  "cookie_is_third_party": "true",
  "cookie_type": "unknown",
  "cookie_domain": "inmobi.com",
  "is_session": "false",
  "type": "unknown",
  "expires": "2026-12-01T23:18:45.625Z",
  "is_secure": "true",
  "is_http_only": "false",
  "name": "iid",
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},
{
  "origin_domain": "lowes.com",
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"script_domain_owner": "",
"script_domain_tracker_categories": "",
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"end_time": "2025-12-01T23:18:53.390Z",
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"is_session": "false",
"type": "js",
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{
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"script_url": "",
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"script_domain_owner": "",
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"end_time": "2025-12-01T23:18:53.390Z",
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"is_secure": "true",
"is_http_only": "true",
"name": "bm_s",
"value":
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RucbHPiMZGo8CrVNa4koqytsvIXzgUPTG6pzN9EzSfn73ABQxon3BGdCIl04EXRbYc9DTq8CklUqppNPLg8AugK0IhHnqdQtqKezqFIWCjRAwUzM7lx7y0rx0552f9LI
h4CzbRhhR5oKm0fmxtli3qlDAizdFPgeZtI4QV5J8Dh7yFZjoReuihqimNq0gJmGkfK29lMq+IMLcv/oF5CReZ3Y/kmOhQDH/E1VDSOLfaPNREGLkdS+6XXIT+N4P0ZlK
iTU6kU1v1QdnGUTFH6M0qqdxWTOvg4K0zZ8nDx3y8D1B308JX2pJPfa8DMPQfwdNRqjzNgh/POexFLzSENQRt9jrj1qK8jRhWUt3JTmy24cKUVhfc9oEP0hul3cKjv7G8
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},
{
"origin_domain": "lowes.com",
"script_domain": "",
"script_url": "",
"script_url_path": "",
"script_domain_owner": "",
"script_domain_tracker_categories": "",
"start_time": "2025-12-01T23:18:38.184Z",
"end_time": "2025-12-01T23:18:53.390Z",
"blacklight_version": "3.9.1",
"script_is_third_party": "",
"cookie_domain_owner": "",
"cookie_domain_tracker_categories": "",
"cookie_is_third_party": "false",
"cookie_type": "js",
"cookie_domain": "lowes.com",
"is_session": "false",
"type": "js",
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"is_secure": "false",
"is_http_only": "false",
"name": "_scid",
"value": "tsIFNTaC4tEpKzvX_f1kEtTXwbcf9lVT"
},
{
  "origin_domain": "lowes.com",
  "script_domain": "",
  "script_url": "",
  "script_url_path": "",
  "script_domain_owner": "",
  "script_domain_tracker_categories": "",
  "start_time": "2025-12-01T23:18:38.184Z",
  "end_time": "2025-12-01T23:18:53.390Z",
  "blacklight_version": "3.9.1",
  "script_is_third_party": "",
  "cookie_domain_owner": "",
  "cookie_domain_tracker_categories": "",
  "cookie_is_third_party": "false",
  "cookie_type": "js",
  "cookie_domain": "lowes.com",
  "is_session": "false",
  "type": "js",
  "expires": "2027-01-01T23:18:46.000Z",
  "is_secure": "false",
  "is_http_only": "false",
  "name": "_scid_r",
  "value": "tsIFNTaC4tEpKzvX_f1kEtTXwbcf9lVT"
},
{
  "origin_domain": "lowes.com",
  "script_domain": "",
  "script_url": "",
  "script_url_path": "",
  "script_domain_owner": "",
  "script_domain_tracker_categories": "",
  "start_time": "2025-12-01T23:18:38.184Z",
  "end_time": "2025-12-01T23:18:53.390Z",
  "blacklight_version": "3.9.1",
  "script_is_third_party": "",
  "cookie_domain_owner": "",
  "cookie_domain_tracker_categories": "",
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  "cookie_type": "unknown",
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  "is_session": "false",
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  "expires": "2026-12-01T23:18:47.461Z",
  "is_secure": "true",
  "is_http_only": "false",
  "name": "_abck",
  "value":
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    ppZ2u3jlsAIJdPdLN4khXJKy4YhaykNYEm9dI7Z1TbLFHICKG+CzFhbtSwZ2/QlzFYbWUCM1a1N6wCU3HahIk/X601QxIPJC61Z3LepS+/f/kFyweGLGgl8ewmOaPhQw
    CNiH/Hv0Iy1UF+syq3rX6aGZlPkeIpRNP4ZwtUN0arMhsE24tQb1q/WbqXwdNnLa2ohp/QrCSDDLQPAiRnH6TnKr1duuPP4b68ze11ZwWvwQJuAqpyZm9hoCq7yFYqwiU
    rOnQb3hwr5Ssx7lNhJHgEAK7ct+/Wa5bUTXPzu7CEX9opQ/DinPKHY74fKNpbjPVT3UGvpc43f4dWmT53cC4zp8D+YGLL5QUGDovtIabRwnjwULI2JL4Q9icQZxNcn60
    o2T/uGvdIMTjaiAzMYm0e8/ZmzDjUkFJSbanBUfiD32YfmCpVoU10Jpm1DJAYwaidRwt8y+1u9H0/0iCVtAY7zKm80ua06MmaGR1yqFhFTwOulli0lKnrNywz1vA4+2lm
    7L+y+jjIP402zX10XN/kmpbCn6DHkYcxs5qY=--1~-1~-1~AAQAAAAE%2f%2f%2f%2f%2f%2fB50ISpcHJZZfuxr3R+4NCBkAGUzZrXx0KOjAI%2f6EELsmxNbw2wjy0k4
    pfoiFiThHyCa0GCE1xe39hSU3sQoDZeKnq4I++RYZE+~-1"
},
{
  "origin_domain": "lowes.com",
  "script_domain": "",
  "script_url": "",
  "script_url_path": "",
  "script_domain_owner": "",
  "script_domain_tracker_categories": "",
  "start_time": "2025-12-01T23:18:38.184Z",
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"end_time": "2025-12-01T23:18:53.390Z",
"blacklight_version": "3.9.1",
"script_is_third_party": "",
"cookie_domain_owner": "",
"cookie_domain_tracker_categories": "",
"cookie_is_third_party": "false",
"cookie_type": "unknown",
"cookie_domain": "www.lowes.com",
"is_session": "false",
"type": "unknown",
"expires": "2025-12-31T15:18:51.000Z",
"is_secure": "true",
"is_http_only": "false",
"name": "prodNumber",
"value": "1"
},
{
  "origin_domain": "lowes.com",
  "script_domain": "",
  "script_url": "",
  "script_url_path": "",
  "script_domain_owner": "",
  "script_domain_tracker_categories": "",
  "start_time": "2025-12-01T23:18:38.184Z",
  "end_time": "2025-12-01T23:18:53.390Z",
  "blacklight_version": "3.9.1",
  "script_is_third_party": "",
  "cookie_domain_owner": "",
  "cookie_domain_tracker_categories": "",
  "cookie_is_third_party": "false",
  "cookie_type": "unknown",
  "cookie_domain": "www.lowes.com",
  "is_session": "false",
  "type": "unknown",
  "expires": "2025-12-02T23:18:52.289Z",
  "is_secure": "true",
  "is_http_only": "true",
  "name": "akaalb_prod_dual",
  "value":
"1764717532~op=PROD_GCP_EAST_CTRL_DFLT:PROD_DEFAULT_CTRL|PROD_GCP_EAST_CTRL_A:PROD_CTRL_A|~rv=43~m=PROD_DEFAULT_CTRL:0|PROD_CTRL_
A:0|~os=352fb8a62db4e37e16b221fb4cefd635~id=d06c44f874d55c0606b0f5e1cbabc16f"
},
{
  "origin_domain": "lowes.com",
  "script_domain": "",
  "script_url": "",
  "script_url_path": "",
  "script_domain_owner": "",
  "script_domain_tracker_categories": "",
  "start_time": "2025-12-01T23:18:38.184Z",
  "end_time": "2025-12-01T23:18:53.390Z",
  "blacklight_version": "3.9.1",
  "script_is_third_party": "",
  "cookie_domain_owner": "",
  "cookie_domain_tracker_categories": "",
  "cookie_is_third_party": "false",
  "cookie_type": "js",
  "cookie_domain": "lowes.com",
  "is_session": "true",
  "type": "js",
  "expires": "-1",
  "is_secure": "true",
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  "name": "g_previous",
  "value":
"%7B%22gvpvPageLoadTime%22%3A%220.00%22%2C%22gvpvPageScroll%22%3A%22%22%2C%22gvpvSiteSections%22%3A%22hp%2Chp%2Chp%22%2C%22gvpvS
iteId%22%3A%22mobile%22%2C%22gvpvPageType%22%3A%22hp%22%7D"
}
]
```

All Third-Party Trackers

```
[
  {
    "origin_domain": "lowes.com",
    "script_domain": "google.com",
    "script_url": "https://analytics.google.com/g/collect?v=2&tid=G-CCRV6W4CXY>m=45je5bi1v9229025552za200zd9229025552&_p=1764631121562&gcd=13l3l3l3l1l1&npa=0&dma=0&cid=1183373778.1764631122&ecid=2121899765&ul=en-us&sr=375x812&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&are=1&frm=0&pscdl=&_eu=AAAAAAQ&_s=2&tag_exp=103116026~103200004~104527906~104528500~104684208~104684211~115583767~115867898~115867900~115938466~115938469~116184927~116184929~116217636~116217638~116427528&sid=1764631121&sct=1&seg=0&dl=https%3A%2F%2Fwww.lowes.com%2F&dt=Cyber%20Monday%20Deals%20%7C%20Lowe%E2%80%99s%20Home%20Improvement&_tu=IA&en=user_engagement&_et=5865&tfd=14118",
    "script_url_path": "analytics.google.com/g/collect",
    "script_domain_owner": "",
    "script_domain_tracker_categories": "",
    "start_time": "2025-12-01T23:18:38.184Z",
    "end_time": "2025-12-01T23:18:53.390Z",
    "blacklight_version": "3.9.1",
    "script_is_third_party": "true",
    "easy_list_filter": "://analytics.*/collect",
    "easy_list_params": "{
    \"_et\":5865,\"_eu\":\"AAAAAAQ\", \"_p\":1764631121562, \"_s\":2, \"_tu\":\"IA\", \"are\":1, \"cid\":1183373778.1764631, \"dl\":\"https://www.lowes.com/\", \"dma\":0, \"dt\":\"Cyber Monday Deals | Lowe\u2019s Home Improvement\", \"ecid\":2121899765, \"en\":\"user_engagement\", \"frm\":0, \"gcd\":\"13l3l3l3l1l1\", \"gtm\":\"45je5bi1v9229025552za200zd9229025552\", \"npa\":0, \"pscdl\":\"\", \"sct\":1, \"seg\":0, \"sid\":1764631121, \"sr\":\"375x812\", \"tag_exp\":\"103116026~103200004~104527906~104528500~104684208~104684211~115583767~115867898~115867900~115938466~115938469~116184927~116184929~116217636~116217638~116427528\", \"tfd\":14118, \"tid\":\"G-CCRV6W4CXY\", \"uaa\":\"\", \"uab\":\"\", \"uafvl\":\"\", \"uam\":\"\", \"uamb\":0, \"uap\":\"\", \"uapv\":\"\", \"uaw\":0, \"ul\":\"en-us\", \"v\":2}
  },
  {
    "origin_domain": "lowes.com",
    "script_domain": "akstat.io",
    "script_url": "https://17de4c1c.akstat.io/",
    "script_url_path": "17de4c1c.akstat.io/",
    "script_domain_owner": "",
    "script_domain_tracker_categories": "",
    "start_time": "2025-12-01T23:18:38.184Z",
    "end_time": "2025-12-01T23:18:53.390Z",
    "blacklight_version": "3.9.1",
    "script_is_third_party": "true",
    "easy_list_filter": "$ping, third-party",
    "easy_list_params": "{}"
  },
  {
    "origin_domain": "lowes.com",
    "script_domain": "signifyd.com",
    "script_url": "https://imgs.signifyd.com/eIhZR_k50Un2cmcr?9635d955ada23143=1s7qbtJYH4D_bJyTAI0XksvG6T9X8erRLNGTG6pma9PL9-hyvB4n26YMaH8xd8v-NhhPku4-0tLsMi-DtpoPIMUzuo1I6oyDa3_boCXass5cBPDPG3FIpEAmJyTaeUteVqu0FyfK75-Ma2s6dAl0EJS8U5qG7uSEJxnMe5teSoH2qL4gAKuDepfKnX_DjqFI5BCfEoy1pCBVgKzE-nQ&je=363324266a636b3f3924626a71793d595b363c30302c313934365f2e5b343236342e3537353a5f2c5b353e303c2e3630363c5d2e5b3b3a38302c353e30365f5f",
    "script_url_path": "imgs.signifyd.com/eIhZR_k50Un2cmcr",
    "script_domain_owner": "",
    "script_domain_tracker_categories": "",
    "start_time": "2025-12-01T23:18:38.184Z",
    "end_time": "2025-12-01T23:18:53.390Z",
    "blacklight_version": "3.9.1",
    "script_is_third_party": "true",
    "easy_list_filter": "||imgs.signifyd.com^",
    "easy_list_params": "{
    \"9635d955ada23143\": \"1s7qbtJYH4D_bJyTAI0XksvG6T9X8erRLNGTG6pma9PL9-hyvB4n26YMaH8xd8v-NhhPku4-0tLsMi-DtpoPIMUzuo1I6oyDa3_boCXass5cBPDPG3FIpEAmJyTaeUteVqu0FyfK75-Ma2s6dAl0EJS8U5qG7uSEJxnMe5teSoH2qL4gAKuDepfKnX_DjqFI5BCfEoy1pCBVgKzE-nQ\", \"je\": \"363324266a636b3f3924626a71793d595b363c30302c313934365f2e5b343236342e3537353a5f2c5b353e303c2e3630363c5d2e5b3b3a38302c353e30365f5f\"
  }
  },
  {
```

```
"origin_domain": "lowes.com",
"script_domain": "snapchat.com",
"script_url": "https://tr.snapchat.com/p",
"script_url_path": "tr.snapchat.com/p",
"script_domain_owner": "",
"script_domain_tracker_categories": "",
"start_time": "2025-12-01T23:18:38.184Z",
"end_time": "2025-12-01T23:18:53.390Z",
"blacklight_version": "3.9.1",
"script_is_third_party": "true",
"easy_list_filter": "$ping,third-party",
"easy_list_params": "{}"
},
{
  "origin_domain": "lowes.com",
  "script_domain": "signifyd.com",
  "script_url": "https://imgs.signifyd.com/eIhZR_k50Un2cmcr?9635d955ada23143=1s7qbtJYH4D_bJyTAI0XksvG6T9X8erRLNGTG6pma9PL9-hyvB4n26YMaH8xd8v-NhhPku4-0tLsMi-DtpoPIMUzuo1I6oyDa3_boCXass5cBPDPG3FIpeAmJyTaeUteVqU0FyfK75-Ma2s6dAl0EJS8U5qG7uSEJxnMe5teSoH2qL4gAKuDepfKnX_DjqFI5BCfEoy1pCBVgKzE-nQ&je=343b24266a636b3f3924626a71793d595b363c30302c313934365f2e5b343236342e3537353a5f2c5b353e303c2e3630363c5d5f",
  "script_url_path": "imgs.signifyd.com/eIhZR_k50Un2cmcr",
  "script_domain_owner": "",
  "script_domain_tracker_categories": "",
  "start_time": "2025-12-01T23:18:38.184Z",
  "end_time": "2025-12-01T23:18:53.390Z",
  "blacklight_version": "3.9.1",
  "script_is_third_party": "true",
  "easy_list_filter": "||imgs.signifyd.com^",
  "easy_list_params": "{$\"9635d955ada23143\": \"1s7qbtJYH4D_bJyTAI0XksvG6T9X8erRLNGTG6pma9PL9-hyvB4n26YMaH8xd8v-NhhPku4-0tLsMi-DtpoPIMUzuo1I6oyDa3_boCXass5cBPDPG3FIpeAmJyTaeUteVqU0FyfK75-Ma2s6dAl0EJS8U5qG7uSEJxnMe5teSoH2qL4gAKuDepfKnX_DjqFI5BCfEoy1pCBVgKzE-nQ\", \"je\": \"343b24266a636b3f3924626a71793d595b363c30302c313934365f2e5b343236342e3537353a5f2c5b353e303c2e3630363c5d5f\"}"
},
{
  "origin_domain": "lowes.com",
  "script_domain": "impactcdn.com",
  "script_url": "https://utt.impactcdn.com/A2490986-6272-4119-80d2-3e11fba8509a1.js",
  "script_url_path": "utt.impactcdn.com/A2490986-6272-4119-80d2-3e11fba8509a1.js",
  "script_domain_owner": "",
  "script_domain_tracker_categories": "",
  "start_time": "2025-12-01T23:18:38.184Z",
  "end_time": "2025-12-01T23:18:53.390Z",
  "blacklight_version": "3.9.1",
  "script_is_third_party": "true",
  "easy_list_filter": "||impactcdn.com^",
  "easy_list_params": "{}"
},
{
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www.lowes.com%2F%22%2C%22referrer%22%3A%22%22%2C%22user_info%22%3A%7B%22email%22%3A%22%22%2C%22details%22%3A%7B%22Source%22%3A%22
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"script_url": "https://assets.adobedtm.com/0c85fa4ac103/23b3840ffae3/2ed8412d9ecb/RC446e6d673bbd4e5cb00e19a05e7f4424-
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"script_domain_owner": "",
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"blacklight_version": "3.9.1",
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"easy_list_params": "{}"
},
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"script_is_third_party": "true",
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"easy_list_params": "{}"
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"script_domain": "adobedtm.com",
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"script_domain_tracker_categories": "",
"start_time": "2025-12-01T23:18:38.184Z",
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},
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  "script_domain_tracker_categories": "",
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  "blacklight_version": "3.9.1",
  "script_is_third_party": "true",
  "easy_list_filter": "||adobedtm.com^$third-party,domain=~adobe.com",
  "easy_list_params": "{}"
},
{
  "origin_domain": "lowes.com",
  "script_domain": "adobedtm.com",
  "script_url": "https://assets.adobedtm.com/0c85fa4ac103/23b3840ffae3/2ed8412d9ecb/RC76a51de3331a448991efc16d084b8141-
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  "easy_list_filter": "||adobedtm.com^$third-party,domain=~adobe.com",
  "easy_list_params": "{}"
},
{
  "origin_domain": "lowes.com",
  "script_domain": "signifyd.com",
  "script_url": "https://imgs.signifyd.com/xS4due0Qv00mYdd4?0f4018aa567d9e53=IIIVZL5uXxbQCU-68u0fYACtUeB2iUX2Rxccp0BF7xwe0W-9c-
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maCqMRr2c5ASaJJCzpyVOUImCRo91IYTTT65yKKYy_MGdhc&jac=1&je=313b24267767613f3932342c333f332c32363c263931",
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  "easy_list_filter": "||imgs.signifyd.com^",
  "easy_list_params": "{\\"0f4018aa567d9e53\\":\\"IIIVZL5uXxbQCU-68u0fYACtUeB2iUX2Rxccp0BF7xwe0W-9c-
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maCqMRr2c5ASaJJCzpyVOUImCRo91IYTTT65yKKYy_MGdhc\\",\\"jac\\":1,\\"je\\":\\"313b24267767613f3932342c333f332c32363c263931\\"}"
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  "script_url": "https://assets.adobedtm.com/0c85fa4ac103/23b3840ffae3/2ed8412d9ecb/RCdb67c0a262334e94b8969e7fbd6bf0e9-
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  "script_domain_tracker_categories": "",
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  "end_time": "2025-12-01T23:18:53.390Z",
  "blacklight_version": "3.9.1",
  "script_is_third_party": "true",
  "easy_list_filter": "||adobedtm.com^$third-party,domain=~adobe.com",
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  "blacklight_version": "3.9.1",
  "script_is_third_party": "true",
  "easy_list_filter": "||adobedtm.com^$third-party,domain=-adobe.com",
  "easy_list_params": "{}"
},
{
  "origin_domain": "lowes.com",
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  "script_url": "https://s.pinimg.com/ct/core.js",
  "script_url_path": "s.pinimg.com/ct/core.js",
  "script_domain_owner": "",
  "script_domain_tracker_categories": "",
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{
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  "script_url_path": "assets.adobedtm.com/0c85fa4ac103/23b3840ffae3/2ed8412d9ecb/RC64727f4c74c841b08217e40702d036f4-
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  "script_is_third_party": "true",
  "easy_list_filter": "||adobedtm.com^$third-party,domain=-adobe.com",
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  "script_domain_tracker_categories": "",  
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  "end_time": "2025-12-01T23:18:53.390Z",  
  "blacklight_version": "3.9.1",  
  "script_is_third_party": "true",  
  "easy_list_filter": "||adobedtm.com^$third-party,domain=~adobe.com",  
  "easy_list_params": "{}"  
}  
]
```

Canvas Fingerprinting Raw Data

```
[  
  {  
    "origin_domain": "lowes.com",  
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    "script_url": "https://imgs.signifyd.com/tVrn3QrV1Q_foV_t?14e9e109862a0015=1nHWv3Dbc0-  
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RShwaytdwXt_gjRhByQZWBkBlG2hBhBIK0L4U2Auz7HGD3byZBBCHVgfiZGFtTuFC6Q4kAibZRUD9p7Yh_twZLeibZB9Decn_&jb=343124266a716777354e696c7770  
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    "script_domain_owner": "",  
    "script_domain_tracker_categories": "",  
    "start_time": "2025-12-01T23:18:38.184Z",  
    "end_time": "2025-12-01T23:18:53.390Z",  
    "blacklight_version": "3.9.1",  
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```

Session Recording Raw Data

```
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  {  
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    "script_domain_owner": "",  
    "script_domain_tracker_categories": "",  
    "start_time": "2025-12-01T23:18:38.184Z",  
    "end_time": "2025-12-01T23:18:53.390Z",  
    "blacklight_version": "3.9.1",  
    "script_is_third_party": "true",  
    "key_event_monitoring": "true",  
    "key_logging_detected": "false",  
    "mouse_event_monitoring": "true",  
    "touch_event_monitoring": "true"  
  }  
]
```

Facebook Pixel Events Raw Data

```
[
{
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  "script_domain": "facebook.com",
  "script_url": "https://www.facebook.com/privacy_sandbox/pixel/register/trigger/?
id=625799750871183&ev=PageView&dl=https%3A%2F%2Fwww.lowes.com%2F&rl=&if=false&ts=1764631123392&sw=375&sh=812&cud[em]=&cud[fn]=&cud[ln]=&cud[external_id]=%23%23%23%23**%23%23-%23%23%23*-%23%23%23%23-%23%23%23-%23%23%23%23-
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3&ler=empty&pmd[title]=Cyber%20Monday%20Deals%20%7C%20Lowe%E2%80%99s%20Home%20Improvement&pmd[description]=Save%20big%20at%20Lowe
%E2%80%99s%20Cyber%20Monday%20sale%20on%20tools%2C%20appliances%2C%20building%20supplies%2C%20lighting%20and%20more.%20Plus%20get
%20offers%2C%20credit%20and%20business%20resources%20for%20Pros.&plt=2799&it=1764631123329&coo=false&eid=1e012496-6d61-4e24-aad4-
2f4a5acceba1a&cldl=&exp=c0&expv2[0]=pl0&expv2[1]=el2&expv2[2]=bc1&expv2[3]=mr2&rqm=GET",
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  "script_domain_owner": "",
  "script_domain_tracker_categories": "",
  "start_time": "2025-12-01T23:18:38.184Z",
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  "blacklight_version": "3.9.1",
  "script_is_third_party": "true",
  "eventName": "PageView",
  "eventDescription": "This is the default pixel tracking page visits. For example - A person lands on your website pages.",
  "pageUrl": "https://www.lowes.com/",
  "isStandardEvent": "true",
  "dataParams": "[]",
  "advancedMatchingParams": "
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{"key\\":\\"cud[em]\\",\\"value\\":\\"\\",\\"key\\":\\"cud[external_id]\\",\\"value\\":\\"#####-###-####-###-###-#####*\\",},
{"key\\":\\"cud[fn]\\",\\"value\\":\\"\\",\\"key\\":\\"cud[ln]\\",\\"value\\":\\"\\",\\"key\\":\\"ncud[external_id]\\",\\"value\\":\\"#####-
###-####-###-###-#####*\\",},
{"key\\":\\"ud[external_id]\\",\\"value\\":\\"0d6259117c9586dedebeeda0d545906e8195b0ff4b11c960ea511c769b92b0ee\\",\\"description\\":\\"An
ID from another database.\\"}]"
},
{
  "origin_domain": "lowes.com",
  "script_domain": "facebook.com",
  "script_url": "https://www.facebook.com/tr/?
id=625799750871183&ev=PageView&dl=https%3A%2F%2Fwww.lowes.com%2F&rl=&if=false&ts=1764631123392&sw=375&sh=812&cud[em]=&cud[fn]=&cud[ln]=&cud[external_id]=%23%23%23%23**%23%23-%23%23%23*-%23%23%23%23-%23%23%23-%23%23%23%23-
%23%23%23%23%23***%23*&ncud[external_id]=%23%23%23%23**%23%23-%23%23%23*-%23%23%23%23-%23%23%23%23-
%23%23%23%23%23***%23*&ud[external_id]=0d6259117c9586dedebeeda0d545906e8195b0ff4b11c960ea511c769b92b0ee&aud[external_id]=0d625911
7c9586dedebeeda0d545906e8195b0ff4b11c960ea511c769b92b0ee&v=2.9.243&r=stable&ec=0&o=12318&fbp=fb.1.1764631123388.31390227618419370
3&ler=empty&pmd[title]=Cyber%20Monday%20Deals%20%7C%20Lowe%E2%80%99s%20Home%20Improvement&pmd[description]=Save%20big%20at%20Lowe
%E2%80%99s%20Cyber%20Monday%20sale%20on%20tools%2C%20appliances%2C%20building%20supplies%2C%20lighting%20and%20more.%20Plus%20get
%20offers%2C%20credit%20and%20business%20resources%20for%20Pros.&plt=2799&it=1764631123329&coo=false&eid=1e012496-6d61-4e24-aad4-
2f4a5acceba1a&cldl=&exp=c0&expv2[0]=pl0&expv2[1]=el2&expv2[2]=bc1&expv2[3]=mr2&rqm=GET",
  "script_url_path": "www.facebook.com/tr/",
  "script_domain_owner": "",
  "script_domain_tracker_categories": "",
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  "end_time": "2025-12-01T23:18:53.390Z",
  "blacklight_version": "3.9.1",
  "script_is_third_party": "true",
  "eventName": "PageView",
  "eventDescription": "This is the default pixel tracking page visits. For example - A person lands on your website pages.",
  "pageUrl": "https://www.lowes.com/",
  "isStandardEvent": "true",
  "dataParams": "[]",
  "advancedMatchingParams": "
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{"key\\":\\"cud[em]\\",\\"value\\":\\"\\",\\"key\\":\\"cud[external_id]\\",\\"value\\":\\"#####-###-####-###-###-#####*\\",},
{"key\\":\\"cud[fn]\\",\\"value\\":\\"\\",\\"key\\":\\"cud[ln]\\",\\"value\\":\\"\\",\\"key\\":\\"ncud[external_id]\\",\\"value\\":\\"#####-
###-####-###-###-#####*\\",},
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ID from another database.\\"}]"
}
]
```

Key Logging Raw Data

```
[ ]
```

Summary Data Raw Data

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  {
    "inspection_path": "../data/lowes.com_raw/lowes_com/inspection.json",
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    "no_data": "false",
    "has_tracking_requests": "true",
    "has_third_party_cookies": "true",
    "has_first_party_canvas_fingerprinters": "true",
    "has_third_party_canvas_fingerprinters": "true",
    "has_session_recorders": "true",
    "has_key_loggers": "false",
    "has_fb_pixel_events": "true"
  }
]
```

Privacy Investigation Report

Generated: 2025-12-01 16:27:24

This report documents technical findings and does not constitute legal advice.

For legal compliance questions, consult qualified legal counsel.