

Third-Party Cookies (BL)	0.96																	
Facebook Pixel (BL)	0.71	0.58																
Google Analytics (BL)	0.37	0.31	0.52															
Session Recording (BL)	0.33	0.27	0.49	0.29														
Key Logging (BL)	0.45	0.38	0.44	0.15	0.33													
Canvas Fingerprinting (BL)	0.53	0.45	0.41	0.29	0.35	0.27												
Trackers/Page Load (WTM)	0.82	0.79	0.59	0.33	0.34	0.37	0.48											
Tracking Requests/Page Load (WTM)	0.75	0.73	0.49	0.36	0.26	0.29	0.41	0.84										
Advertising (WTM)	0.87	0.85	0.57	0.32	0.28	0.39	0.44	0.94	0.85									
Audio/Video Player (WTM)	0.76	0.75	0.49	0.20	0.22	0.32	0.41	0.91	0.74	0.84								
Customer Interaction (WTM)	0.77	0.77	0.53	0.28	0.30	0.28	0.54	0.83	0.77	0.83	0.81							
Hosting Services (WTM)	0.70	0.68	0.47	0.24	0.31	0.32	0.47	0.91	0.73	0.79	0.95	0.84						
Consent Management (WTM)	0.77	0.70	0.59	0.39	0.33	0.40	0.43	0.85	0.76	0.87	0.67	0.76	0.70					
Site Analytics (WTM)	0.82	0.77	0.62	0.37	0.39	0.42	0.48	0.94	0.84	0.94	0.81	0.87	0.83	0.92				
Miscellaneous (WTM)	0.50	0.55	0.24	0.17	0.11	0.16	0.47	0.62	0.57	0.54	0.77	0.77	0.82	0.42	0.57			
Utilities (WTM)	0.64	0.55	0.55	0.34	0.44	0.31	0.52	0.76	0.64	0.72	0.59	0.77	0.69	0.83	0.86	0.43		
Social Media (WTM)	0.75	0.75	0.48	0.24	0.28	0.32	0.39	0.92	0.78	0.85	0.94	0.80	0.92	0.72	0.85	0.71	0.62	
Adult Advertising (WTM)	0.13	0.12	0.14	0.03	0.15	0.07	0.08	0.15	0.13	0.15	0.09	0.12	0.10	0.13	0.14	0.05	0.10	0.10

Ad Trackers
 Third-Party Cookies
 Facebook Pixel
 Google Analytics
 Session Recording
 Key Logging
 Canvas Fingerprinting
 Trackers/Page Load
 Tracking Requests/Page Load
 Advertising
 Audio/Video Player
 Customer Interaction
 Hosting Services
 Consent Management
 Site Analytics
 Miscellaneous
 Utilities
 Social Media