

|                                   |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|-----------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Third-Party Cookies (BL)          | 0.88  |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Facebook Pixel (BL)               | 0.37  | 0.25  |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Google Analytics (BL)             | 0.14  | 0.18  | 0.39  |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Session Recording (BL)            | 0.21  | 0.20  | 0.36  | 0.15  |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Keylogging (BL)                   | 0.51  | 0.37  | 0.03  | -0.02 | 0.02  |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Canvas Fingerprinting (BL)        | 0.42  | 0.47  | 0.28  | 0.25  | 0.17  | -0.01 |       |       |       |       |       |       |       |       |       |       |       |       |
| Trackers/Page Load (WTM)          | 0.38  | 0.29  | 0.09  | -0.01 | 0.04  | 0.15  | 0.12  |       |       |       |       |       |       |       |       |       |       |       |
| Tracking Requests/Page Load (WTM) | 0.27  | 0.17  | 0.03  | -0.01 | -0.03 | 0.16  | 0.10  | 0.52  |       |       |       |       |       |       |       |       |       |       |
| Advertising (WTM)                 | 0.52  | 0.38  | 0.10  | -0.03 | 0.08  | 0.41  | 0.05  | 0.78  | 0.61  |       |       |       |       |       |       |       |       |       |
| Audio/Video Player (WTM)          | 0.24  | 0.16  | -0.02 | -0.02 | -0.08 | 0.27  | -0.07 | 0.60  | 0.30  | 0.52  |       |       |       |       |       |       |       |       |
| Customer Interaction (WTM)        | 0.44  | 0.43  | 0.12  | 0.03  | 0.06  | 0.24  | 0.36  | 0.51  | 0.43  | 0.57  | 0.30  |       |       |       |       |       |       |       |
| Hosting Services (WTM)            | 0.17  | 0.16  | -0.06 | -0.00 | -0.10 | 0.11  | 0.15  | 0.59  | 0.30  | 0.41  | 0.68  | 0.42  |       |       |       |       |       |       |
| Consent Management (WTM)          | 0.25  | 0.20  | 0.22  | 0.00  | 0.08  | 0.02  | 0.09  | 0.54  | 0.37  | 0.54  | 0.22  | 0.45  | 0.27  |       |       |       |       |       |
| Site Analytics (WTM)              | 0.48  | 0.35  | 0.28  | 0.07  | 0.14  | 0.23  | 0.19  | 0.75  | 0.51  | 0.79  | 0.48  | 0.66  | 0.45  | 0.71  |       |       |       |       |
| Miscellaneous (WTM)               | 0.19  | 0.29  | -0.19 | -0.09 | -0.13 | 0.03  | 0.42  | 0.17  | 0.29  | 0.15  | 0.19  | 0.43  | 0.47  | 0.01  | 0.14  |       |       |       |
| Utilities (WTM)                   | 0.22  | 0.15  | 0.29  | 0.08  | 0.20  | 0.01  | 0.29  | 0.42  | 0.24  | 0.35  | 0.13  | 0.47  | 0.24  | 0.55  | 0.67  | -0.02 |       |       |
| Social Media (WTM)                | 0.29  | 0.19  | -0.03 | -0.08 | -0.01 | 0.37  | -0.06 | 0.56  | 0.32  | 0.55  | 0.66  | 0.27  | 0.58  | 0.23  | 0.47  | 0.15  | 0.13  |       |
| Adult Advertising (WTM)           | -0.04 | -0.05 | -0.04 | -0.01 | -0.05 | -0.07 | -0.04 | -0.00 | -0.01 | -0.07 | -0.12 | -0.07 | -0.07 | -0.07 | -0.07 | -0.08 | -0.08 | -0.13 |

Ad Trackers

Third-Party Cookies

Facebook Pixel

Google Analytics

Session Recording

Keylogging

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