Web Leakage Research by the Office of the Privacy Commissioner of Canada - Test Results*

CATEGORY A: Test results which raised significant privacy concerns

		Personal data received by each third party					
Site & Industry Sector	**Third-party recipients**	**Email address**	**Name**	**User-name**	**Postal code**	**Location**	**Other**
Organization 1 Retailer	Online marketing & web analytics			X	X		
	Load balancing/content delivery; marketing			X			
Organization 2 Classified ads site	Online advertising marketplace	X					
	Web analytics	X					
	Load balancing/content delivery	X					
	Advertising and ad bidding company	X					
	Load balancing/content delivery; marketing	X					
Organization 3 Media	Load balancing/content delivery; marketing	X		X	X		
	Online marketing & web analytics	X		X	X		
	Content provider (news)	X		X	X		
Organization 4 Shopping site	Load balancing/content delivery	X		X			
	Website performance monitoring/management			X		City	
	Load balancing/content delivery; marketing	X		X		City	
	Web analytics	X		X		City	
	Online advertising			X			
	Web analytics	X		X		City	
	Local search and advertising service			X			
	Digital marketing			X		City	
	Load balancing/content delivery			X			
	Social network	X					
	Load balancing/content delivery	X					

		Personal data received by each third party					
Site & Industry Sector	**Third-party recipients**	**Email address**	**Name**	**User-name**	**Postal code**	**Location**	**Other**
Organization 5 Advertising and search site	Load balancing/content delivery; marketing			X		City	Search string**
	Load balancing/content delivery			X		City	Search string
	Web analytics			X		City	
	Digital advertising (automotive)			X		City	
	Load balancing/content delivery			X		City	Search string
	Website performance monitoring/management			X		City	
	Online surveys			X			
	Online video and video statistics reporting			X			
	URL shortening service			X			
	Digital marketing			X			
	Social network					City	Search string
	Provider of online marketing data					City	Search string
Organization 6 Media	Analytics and marketing	X	Full	X		City	
	Analytics and marketing; online community management services	X	Full	X		City	
	Online marketing & web analytics	X	Full	X		City	
	Load balancing/content delivery; marketing	X	Full	X		City	

CATEGORY B: Test results which raised questions about website practices

		Personal data received by each third party					
Site & Industry Sector	**Third-party recipients**	**Email address**	**Name**	**User-name**	**Postal code**	**Location**	**Other**
Organization 7 Retail	Load balancing/content delivery; marketing company				X		
	E-flyer provider				X		
Organization 8 Retail	Online marketing & web analytics company		First				
	E-flyer provider				X		
	Load balancing/content delivery; marketing				X		
Organization 9 Retailer	Load balancing/content delivery; marketing	X	First	X			
	Online marketing & web analytics		First				
	Online social marketing		First				
	E-flyer provider				X		
Organization 10 Retailer	E-flyer provider				X		
	Technical support (to allow for interactive chat)				X		
	Web analytics; web-based mapping service				X		
	E-flyer provider				X		
	Load balancing/content delivery				X		
Organization 11 Media	Load balancing/content delivery; marketing	X	Full	X		City	

* This chart includes the results of tests conducted during July and August 2012.

** Search string refers to search terms the user entered before landing on a particular page.