

Conviva's Use of Cookies

What Conviva stores, why it is essential, and how it aligns with privacy frameworks



OVERVIEW

Conviva creates a limited set of cookies that are required for the core functionality of our service. These cookies are considered **essential cookies** because they are necessary for the platform to operate properly and to ensure accurate measurement, analytics, and reporting. Importantly, Conviva does **not** store any Personally Identifiable Information (PII) within these cookies.

WHAT CONVIVA STORES

The DPI Client ID stored in the cookie serves only as an internal identifier used to distinguish measurement sessions and attribute events to a consistent user within Conviva's analytics. It is not linked to any directly identifiable personal data, and it is not used for advertising, profiling, or cross-site tracking.

COOKIE	TYPE	PURPOSE	CONTENTS
DPI Client ID	First-party, essential	Distinguishes one user's measurement session from another across subdomains, enabling accurate analytics and reporting.	A randomly generated identifier. No PII. No IP address. No email, name, or account data.

COMPLIANCE POSITION



Strictly Necessary — No Opt-In Required

From a compliance perspective, this cookie falls under the category of **essential / strictly necessary cookies** and does not require user opt-in consent under most privacy frameworks, including GDPR, the ePrivacy Directive, and similar regulations. Because no PII is stored and the identifier is used solely to operate the analytics service the customer has deployed, it sits outside the scope of consent-required tracking cookies.

WHY THIS COOKIE IS ESSENTIAL

- **Accurate measurement.** Without it, the same user would be counted as multiple users, distorting analytics.
- **Cross-subdomain journey continuity.** It preserves the user's identity as they navigate between subdomains of the same application.
- **Reliable reporting.** It anchors the events the customer is paying Conviva to measure; removing it would break the service.