

Cookieless tracking at KPT

1 What is cookieless tracking?

Cookieless tracking refers to technologies used to track and analyse user interactions without relying on traditional browser cookies. These technologies are becoming increasingly prevalent.

They include:

- Server-side tracking (where usage data is processed via our server and subsequently transferred to third parties to allow us to measure the impact of campaigns and optimise them without cookies)
- Interest-based advertising, such as the Privacy Sandbox technology *Topics API*
- Hashed identifiers (e.g. encrypted e-mail addresses)

Rather than usage data being transmitting to third parties directly from the browser, it is initially routed via our own servers, allowing us to truncate or pseudonymise certain information before transferring it. When you log in to our system, your account can also be assigned a random, pseudonymous identifier, which allows us to display targeted ads without using traditional cookies. Modern browsers can also derive information about interests using data from the device's browser history, which is transmitted to the advertising platform when visiting third-party sites without disclosing the browser history or personal data.

In addition, these technologies enable us to efficiently implement campaigns on platforms such as Google DV360 and Meta (Facebook/Instagram) even when cookies are not available. To accurately measure campaign performance, we may, subject to consent, forward data such as an e-mail address or telephone number in pseudonymous (hashed) form to Google or Meta. These providers compare the hashed data with their own user information to assign visits to specific ads.

2 Why do we use these technologies?

Cookieless tracking technologies enable us to understand and optimise the use of our digital offers even when cookies cannot be used. These technologies help us to gain aggregated insights into the effectiveness of online campaigns, user interactions and website performance.

3 What cookieless technologies do we use?

3.1 Google Enhanced Conversions

These facilitate the transmission to Google of voluntarily provided conversion data (e.g. e-mail address or telephone number) in hashed format (SHA256) to accurately track campaign performance even without cookies.

3.2 Consent Mode v2

Tags adapt dynamically to the consent given. While consent is denied, only anonymous (cookieless) pings are sent, which permits conversion modelling using an advertiser-specific model.

3.3 Server-Side Google Tag Manager (Server-Side GTM)

Tracking data is processed via a separate server. This enables IP addresses to be truncated and data protection measures to be implemented on the server.

3.4 Publisher Provided Identifier (PPID)

Allows logged-in users to be assigned a pseudonymous ID to serve targeted ads on platforms such as Google Ad Manager without the use of cookies.

3.5 Google Privacy Sandbox / Topics API

Enables usage-based, but non-personalised ads directly from the browser – without cross-site tracking.

3.6 Meta Conversions API (CAPI)

Enables the server-side, cookieless transmission of events (e.g. leads, purchases) to Meta, using pseudonymous, hashed data.

4 How do you opt out of cookieless tracking?

The use of cookies is based on the consent you provide via the cookie or consent banner on our digital offers.

You can adjust or withdraw your consent at any time:

- Via the consent banner (Cookie settings link in the page footer)
- By contacting us directly via e-mail: datenschutz@kpt.ch
- In your browser settings – e.g. in Chrome under *Settings > Privacy and security > Ads privacy* (i.e. the transmission of non-personal interests for the Topics API)

5 How do we use the data we collect through cookieless tracking?

We use the information collected for the following purposes:

- To measure campaign performance (i.e. how many people fill out a form or do something else after clicking on a particular ad)
- To optimise ads (making them as relevant as possible and not annoying)
- To create aggregated reports without any personal data
- To adapt digital offerings based on user behaviour