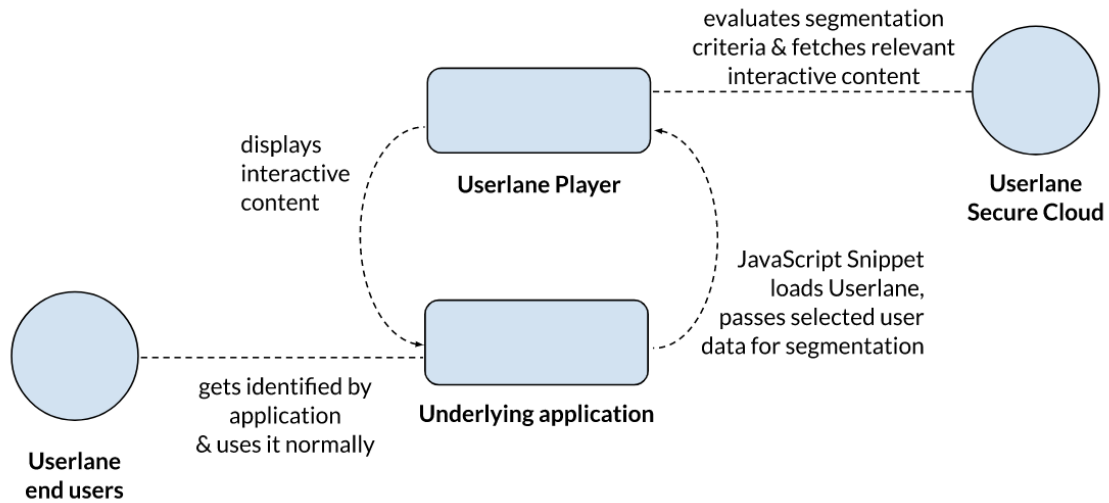


# Data flow when Userlane is implemented via JavaScript Snippet



Recorded data field	Purpose
Userlane Property ID (one per app)	To identify which app Userlane is loaded upon and fetch relevant content.
URL	To identify which app Userlane is loaded upon and fetch relevant content.
URL patterns	To have the browser extension detect whether Userlane should be loaded.
User ID	To identify the same user again and show the progress of completed Guides. If no User ID is passed into the JavaScript Snippet, Userlane automatically creates one and stores it in a cookie. This can be an anonymous identifier that does not qualify as personal data.
User Data (optional)	To segment users depending on groups/tags or attributes. If no User Data is passed into the JavaScript Snippet, Userlane works with empty/anonymous user profiles. Never is such data automatically collected. It always needs to be actively passed into the JavaScript Snippet.
Browser	To guarantee browser compatibility.

