

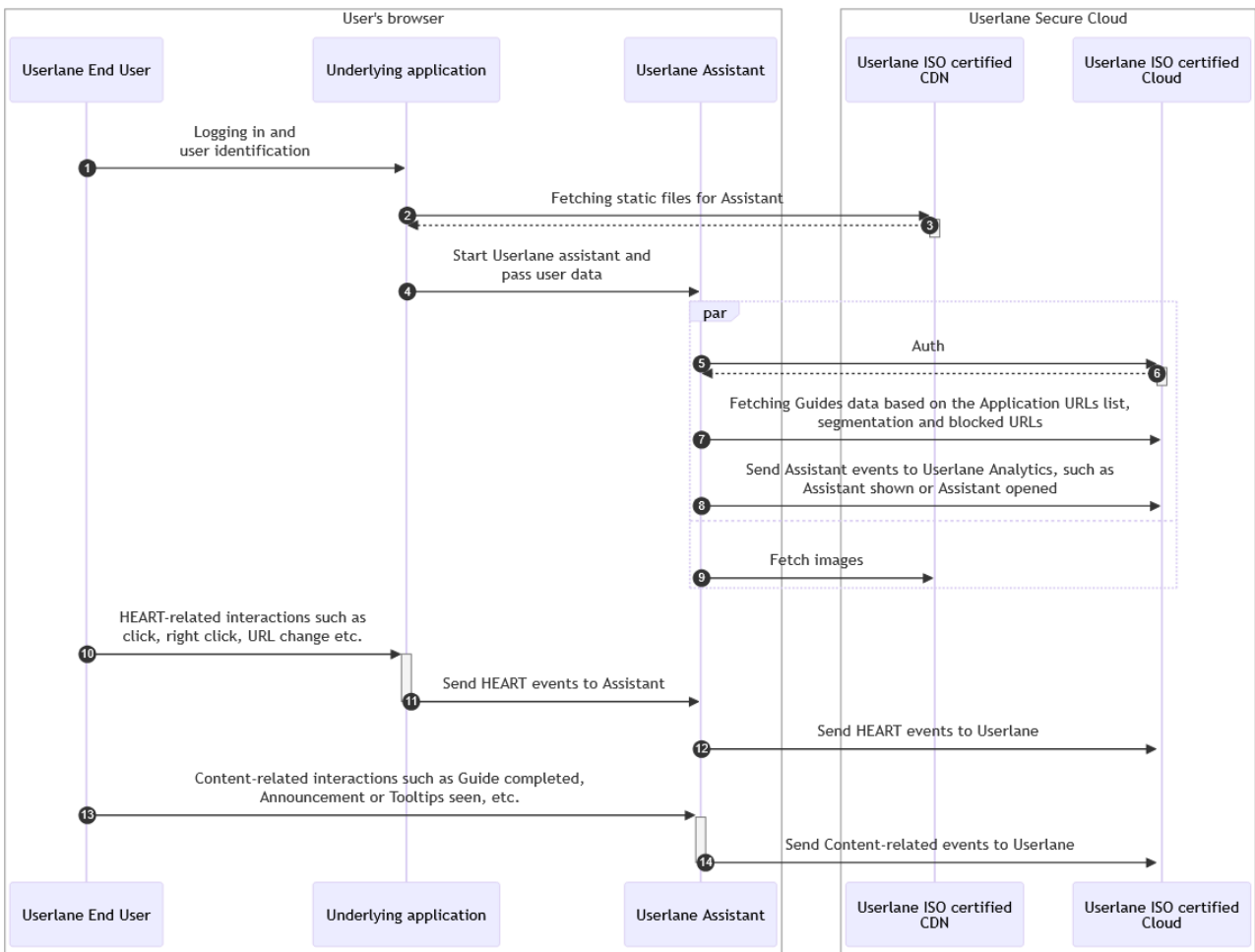
Data flow for Userlane JavaScript Snippet implementation

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What is this article about?

This data flow maps out the flow of information from the end user to Userlane and back.

Below, you can find a diagram of the data flow, followed by a list of the recorded data fields and their purpose.



Recorded data field	Purpose
Userlane Application and Company IDs	To identify which application Userlane is loaded upon and fetch relevant content.

Recorded data field	Purpose
URL	<p>To identify which application Userlane is loaded upon and fetch relevant content.</p> <p>The URL is also used within HEART analytics if the corresponding options are enabled in the Portal. For more information, please check below the type of events that Userlane can collect based on your configuration.*</p>
URL patterns	To have the snippet detect whether Userlane should be loaded.
User ID	<p>To identify the same user again when returning to the underlying application.</p> <p>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.</p> <p>Once the user is identified, Userlane shows how many Guides have been completed, whether the Announcement was already shown, etc.</p>
Origin	To identify how the user was created (e.g., whether it was generated by the Userlane JavaScript snippet, BX, via email invite, etc.)
User Data (optional)	<p>To segment users with the help of attributes. Attributes are never automatically collected by Userlane.</p> <p>If no user data is passed into the JavaScript Snippet, Userlane works with empty/anonymous user profiles.</p>
Browser	To guarantee browser compatibility.
Browser language and page language	To guarantee that the content will be shown in the correct language.
Sign-up time	To be able to use date/time-related segments. For example, by knowing the sign-up time, you can show certain onboarding materials only for one month.
User session	It passes user session-related information that is used to calculate various analytics-related metrics in Userlane. For more information, please check below the type of events that Userlane can collect based on your configuration.*

* When the end user interacts with certain underlying apps or Userlane elements, data is sent to Userlane

Cloud in the form of raw events. To learn more about Userlane-related events, please check the following [wiki documentation](#).
