

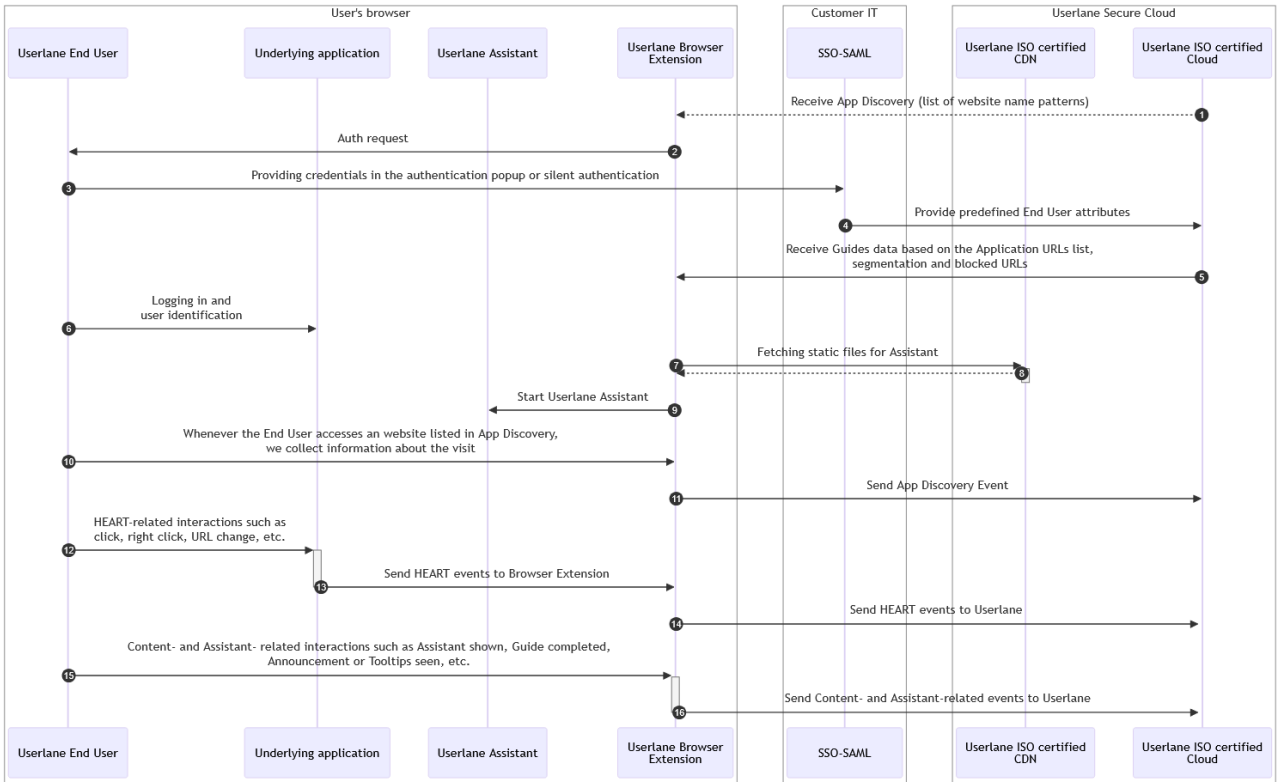
Data flow for Userlane Browser Extension Implementation

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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 Information that can be sent to Userlane based on the Portal configuration	Purpose
Userlane Application and Company ID	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 and App Discovery 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	<p>To have the Userlane Browser Extension detect whether Userlane should be loaded on that page.</p>
User ID	<p>To identify the same user again when returning to the underlying application.</p> <p>The User ID is automatically generated by Userlane when the Browser Extension is used.</p> <p>Once the user is identified, Userlane shows how many Guides have been completed, whether the Announcement was already shown, etc.</p>
Origin	<p>To identify how the user was created (e.g., whether it was generated by the Userlane JavaScript snippet, BX, via email invite, etc.)</p>
User Email Address	<p>To authenticate the user on the Browser Extension. Depending on the application setup, the user may have to share the email address:</p> <ul style="list-style-type: none"> ● when logging into the Userlane Browser Extension ● when confirming the authentication process by clicking on the confirmation link received in the email invite. ● when the user authenticates via SSO.
User Data (optional)	<p>To segment users with the help of attributes. Attributes are never automatically collected by Userlane. They can be passed in the following way:</p> <ul style="list-style-type: none"> ● via CSV file upload (in the Userlane Portal) ● automatically if passed from the Identity Provider via SSO.
User session	<p>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.*</p>

Recorded data field	Purpose
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.

* 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](#).