

## Third Party Services & Tracking Technologies

Provided below are examples of third-party services that are used by one or more Northwestern office or website, and which utilize cookies or other similar tracking technologies.

Each service or technology listed is accompanied by a brief description. For more information about a service or technology, please follow any provided links to review the relevant privacy notice or product information page.

Please note that this list is not comprehensive, and services may be added or removed from this list as new services are implemented, or existing services are deprecated or phased out of use.

Service Utilizing Cookies / Other Tracking Technologies	Description
<a href="#">AWS Load Balancer</a>	Distributes incoming application traffic across multiple targets to improve application scalability and availability.
<a href="#">Brave</a>	A WordPress growth and conversion engine using tools like lead capture opt-ins, quizzes, sales popups, and more.
<a href="#">Calendly</a>	An online appointment scheduling tool that integrates with calendars.
<a href="#">Crazy Egg Tag</a>	Provides tracking and analytics features like heatmaps, session recordings, A/B testing, and surveys to help understand how visitors interact with websites.
<a href="#">Digioh</a>	A marketing efficiency suite that helps businesses increase conversions and personalize user experiences through customizable quizzes, pop-ups, and retargeting.
<a href="#">DoubleClick (Google)</a>	An integrated ad technology platform that enables advertisers to more effectively create, manage and grow high-impact digital marketing campaigns.
<a href="#">Ensighten (Cheq)</a>	A website security and privacy compliance platform that protects against client-side attacks and data loss. It tracks user interactions to detect and prevent malicious activities, and is now a part of Cheq's broader suite of tools.
<a href="#">Facebook Connect</a>	A feature that allowed users to connect their Facebook identity to other websites. It tracked user interactions across sites to provide a seamless login experience and personalized content.
<a href="#">Galileo</a>	Galileo is a marketing attribution platform that uses cookieless tracking code to optimize paid media campaigns. It collects customer journey data from digital advertising, website behavior, form submission and lead conversion to determine which assets and behaviors provide the greatest return on investment.

<a href="#"><u>Google Ads</u></a>	An online advertising platform by Google where businesses can create ads to appear on Google search results and other Google properties. It tracks user interactions with ads to measure effectiveness and optimize campaigns.
<a href="#"><u>Google Analytics</u></a>	A web analytics service that tracks and reports website traffic and user behavior. It collects data on user interactions to provide insights and optimize website performance.
<a href="#"><u>Google Forms</u></a>	A tool for creating online forms and surveys. It tracks user responses and interactions to provide real-time data collection and analysis.
<a href="#"><u>Google Maps API</u></a>	A set of APIs that allows developers to integrate Google Maps into their websites and applications.
<a href="#"><u>Google Programmable Search</u></a>	A tool that allows you to create a custom search engine for your website. It tracks user search queries and interactions to provide relevant search results.
<a href="#"><u>Google Tag Manager</u></a>	A tag management system that allows you to quickly and easily update measurement codes and related code fragments on your website. It tracks user interactions to manage and optimize tags.
<a href="#"><u>LinkedIn Analytics</u></a>	Provides insights into the performance of your LinkedIn content and campaigns. It tracks user interactions to measure effectiveness and optimize strategies.
<a href="#"><u>LinkedIn Insight Tag</u></a>	A piece of code that allows websites to track conversions, retarget website visitors, and gain insights on site audiences. It collects data on user interactions, such as page views, clicks, and other actions, to optimize LinkedIn ad campaigns and provide detailed analytics.
<a href="#"><u>LiveChat</u></a>	A customer service platform that allows businesses to chat with visitors on their website in real-time. It tracks user interactions to provide insights and optimize customer support.
<a href="#"><u>Meta Pixel</u></a>	A piece of code that tracks user interactions on a website and helps measure the effectiveness of Facebook ads. It collects data on user behavior to optimize ad targeting.
<a href="#"><u>Microsoft Advertising</u></a>	An advertising platform by Microsoft that allows businesses to create ads to appear on Bing search results and other Microsoft properties. It tracks user interactions with ads to measure effectiveness and optimize campaigns.
<a href="#"><u>Microsoft Forms</u></a>	A tool for creating online forms, quizzes, and surveys. It tracks user responses to provide real-time data collection and analysis. It collects data such as the responses to questions, timestamps, and, if enabled, email addresses.
<a href="#"><u>MS Clarity</u></a>	A user behavior analytics tool that provides insights into how users interact with your website. It tracks user interactions to optimize website performance.
<a href="#"><u>Reddit Pixel</u></a>	A tracking code that helps measure the effectiveness of Reddit ads by tracking user interactions on a website. It collects data on user behavior to optimize ad targeting.

<a href="#">Slate.org</a>	A platform designed to facilitate the college admissions process by connecting and sharing information with students, high schools, and colleges.
<a href="#">Smartbrief</a>	A digital media publisher that provides industry-specific news and information. It uses cookies and tracking technologies to analyze user behavior and deliver targeted content.
<a href="#">Smartsheet</a>	A platform for work management and automation that helps teams collaborate and manage projects. Used for forms that collect user-submitted data.
<a href="#">Snapchat pixel</a>	A tracking code that helps measure the effectiveness of Snapchat ads by tracking user interactions on a website. It collects data on user behavior to optimize ad targeting.
<a href="#">Spotify pixel</a>	A tracking code that helps measure the effectiveness of Spotify ads by tracking user interactions on a website. It collects data on user behavior to optimize ad targeting.
<a href="#">StackAdapt pixels</a>	Tracking codes that help measure the effectiveness of StackAdapt ads by tracking user interactions on a website. They collect data on user behavior to optimize ad targeting.
<a href="#">SurveyMonkey</a>	A tool for creating online surveys and collecting responses. It tracks user interactions to provide real-time data collection and analysis.
<a href="#">TradeDesk</a>	A platform that allows advertisers to create, manage, and optimize digital advertising campaigns. It tracks user interactions with ads to measure effectiveness and optimize campaigns.
<a href="#">Vimeo</a>	A video hosting platform that allows users to upload, share, and view videos. Vimeo tracks user interactions with videos, such as play, pause, and completion rates, to provide analytics and improve video performance.
<a href="#">Wufoo</a>	A tool for creating online forms and collecting responses. It tracks user interactions with forms to provide insights and optimize form performance.
<a href="#">X (formerly Twitter)</a>	A social media platform where users can post and interact with posts (formerly "tweets"). X uses cookies and tracking technologies to analyze user behavior and deliver targeted advertisements.
<a href="#">YouTube</a>	A video sharing platform where users can upload, share, and view videos. YouTube uses cookies and tracking technologies to analyze user behavior, personalize content, and deliver targeted advertisements.