

Pixel Tracking Capabilities

Website tracking technologies, such as pixels and cookies, are used for many legitimate purposes, including digital marketing, and web traffic analysis, primarily focused on helping improve the end user's experience. However, understanding what data these technologies extract, who this data is shared with, and how the data gets transmitted can present complicated privacy and regulatory concerns. The experts at FTI Cybersecurity can help your organization discover what trackers, cookies, and other technologies are stored on your website, determine what they do, and identify where your website might be sending user information.

Website Scan

Our team uses a variety of tools and expertise to scan and map your websites, allowing for the identification and categorization of where on the site pixel tracking technologies exist.

Traffic Analysis

If our team discovers cookies or other tracking technologies during a website investigation, we will determine what specific information is being sent to third parties and verify that no sensitive data is being shared.

Remediation Support

We will work with your internal team to remove unwanted and unnecessary pixel tracking from your website to ensure all your data, and your customer's data, is secure from third parties.

Tracker Maintenance & Policy Development

We will work with your team on a regular basis to conduct scans and regular maintenance to ensure continual security from third parties. We can also assist in the development of policies and procedures regarding pixels and third parties.



CASE STUDY

HEALTH CARE SERVICES COMPANY

A U.S.-based health provider became concerned its technologies were potentially sending sensitive PHI to large third-party technology companies in violation of a new Department of Health interpretation of Protected Health Information (PHI).

OUR IMPACT

FTI Cybersecurity used a combination of tools to scan and map all the client's websites, generating a deliverable which categorized and identified the places on the sites that these technologies existed. Our team then worked with the client's internal web developers to remove the trackers and cookies from the websites.

OUR ROLE

The client was able to successfully mitigate all tracking technologies from its websites and received full coverage from its insurance provider and is confident none of its customers' PHI is being sent to third parties.



Why FTI Cybersecurity



Multidisciplinary Expertise

Intelligence-led, expert-driven, strategic approach to cybersecurity challenges

Core team from intelligence agencies, law enforcement, and global private sector institutions



Globally Positioned

Ability to respond anywhere in the world

Ability to staff the largest and most complex engagements and investigations

Relationships with the top global intelligence agencies, regulatory authorities, and private agencies



Integrated & Comprehensive

Services include crisis communications, e-discovery, forensic investigations, and more

Seamless integration of FTI Consulting's expertise across service offerings

1982

Year Founded,
Publicly traded **NYSE:FCN**,
\$8.1B Equity Market Cap*

38/50

Advisor to 38 of the
world's top 50 bank
holding companies

8,000+

Employees Worldwide

64/100

Advisor to 64 of the top 100
Private Equity International
("PEI 300") firm

98/100

Advisor to 98 of the
world's top 100 law firms

83/100

83 of Fortune 100
corporations are clients

*Number of total shares outstanding as of July 18, 2024,
by the closing price per share on July 25, 2024.

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