

Project Info / Summary

Client Name: Aptar
Website Location(s): www.aptar.com (Note this does NOT cover investors.aptar.com which is hosted separately)
Whose data are we collecting? Site visitors and users that request product information, contact Aptar, or sign up for email updates.
What categories of data? Activity history for site visitors, PII for users submitting information
Sensitive Data? No (Sensitive data reveals racial or ethnic origin, political opinions, religious or philosophical beliefs, trade- union membership, or concerns health or sex life and (in some countries) offences.)

Passive / Automatic Data Collection

	What are we collecting?	Why are we collecting data?	Cookies?	Why are we setting cookies? And/or documentation?	Potential Cookies Set	Cookie Classification	Who Stores / Has Access?	How long are we storing?
Cloudflare	IP Address, visited page/requested asset, browser information	To detect and prevent fraud and unauthorized system access, and ensuring the security of your systems.	Yes	https://developers.cloudflare.com/fundamentals/get-started/reference/cloudflare-cookies/	_cf_b, __cf_bm, cf_ob_info and cf_use_ob, __cfwaitingroom, __cfuid	Essential	Cloudflare, WP Engine	Limited period of time (https://www.cloudflare.com/gdpr/introduction/)
Website Infrastructure	IP Address, visited page/requested asset, browser information	To detect and prevent fraud and unauthorized system access, and ensuring the security of your systems.	No	N/A	N/A	N/A	Amazon, WP Engine	
Borlabs Cookie Plugin	N/A	N/A	Yes	To rememebr the user's preferences with regard to cookie consent.	borlabs-cookie _cf_b, __cf_bm, cf_ob_info and cf_use_ob,	Essential	N/A	N/A
MyFonts	IP Address, visited page/requested asset, browser information	For legal usage of Helvetica Neue webfont	Yes	For MyFonts to leverage Cloudflare as a content delivery network	__cfwaitingroom, __cfuid	Essential	Cloudflare, MyFonts	Limited period of time (https://www.cloudflare.com/gdpr/introduction/)
Google Analytics	Aggregate website usage information.	To evaluate aggregate website usage which informs improvements to the website	Yes	https://developers.google.com/analytics/devguides/collection/gtagjs/cookie-usage https://support.algolia.com/hc/en-us/articles/4406981941905-Do-you-store-cookies-on-my-website-	_ga, _gat, _gid, __utma, __utmb, __utmc, __utmt, __utmz	Statistics	Google, Edelman and Aptar	26 months
Algolia Search Insights	Aggregate information about use of search features on the website	Identifies users for use in Search Analytics and Personalization of results.	Yes	https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookie-Information	_ALGOLIA __te_id}, _hjid, _hjFirstSeen, _hjUserAttributes Hash, _hjCachedUserAttributes, _hjViewportId, _hjSession_{site_id}, _hjSessionTooLarge, _hjSessionRejected, _hjSessionResumed, _hjLocalStorageTest, _hjIncludedInPageviewSample, _hjIncludedInSessionSample, _hjAbsoluteSessionInProgress, _hjTLDTTest, _hjRecordingEnabled,	Statistics	Algolia and Edelman	Duration of service + 90 days
Hotjar	Website usage information for particular website pages.	To evaluate website page usage which informs improvements to the website	Yes	https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookie-Information	_ALGOLIA __te_id}, _hjid, _hjFirstSeen, _hjUserAttributes Hash, _hjCachedUserAttributes, _hjViewportId, _hjSession_{site_id}, _hjSessionTooLarge, _hjSessionRejected, _hjSessionResumed, _hjLocalStorageTest, _hjIncludedInPageviewSample, _hjIncludedInSessionSample, _hjAbsoluteSessionInProgress, _hjTLDTTest, _hjRecordingEnabled,	Statistics	Hotjar, Edelman and Aptar	365 days from date of capture

LinkedIn Insights Pixel	IP Address, visited page/requested asset, browser information	Enables audience insights reports to better understand users	Yes	https://www.linkedin.com/legal/cookie-table	bcookie, bscookie, JSESSIONID, lang, lidc, sdsc, li_gc, li_mc, UID, UserMatchHistory, AnalyticsSyncHistory, lms_ads, lms_analytics, li_fat_id, li_sugr, U_guid, BizographicsOptOut, li_giant	Marketing	LinkedIn and Aptar	
Facebook Pixel	IP Address, visited page/requested asset, browser information	Enables audience insights reports to better understand users	Yes	https://www.facebook.com/policies/cookies/	To generate statistical data on a visitor's usage throughout the website.	Marketing	Facebook and Aptar	
Jabmo	IP Address, visited page/requested asset, browser information		Yes		JabmoSP0id.xxxx, JabmoSP0ses.xxxx	Marketing	Jabmo and Aptar	Duration of service
Youtube	IP Address, visited page/requested asset, browser information	Videos embedded throughout the site For legal usage of the	No	N/A	N/A	N/A	Youtube/Google and Aptar (for Aptar videos)	
Typekit (Adobe Fonts)	IP Address, visited page/requested asset, browser information	forma and utopia web fonts	No	N/A	N/A	N/A	Adobe	

Active / Form-Based Data Collection

	Reference / Example	What are we collecting?	Why are we collecting it?	Who Stores / Has Access?	How long are we storing?
Contact Form	https://www.aptar.com/contact-us/	Interested market, name, company, job title, address information, email, phone, message.	To ensure actionable information when visitors contact Aptar.	Submissions are stored in the website CMS and delivered to Aptar's CRM via an API integration.	Stored for 10 days in the CMS, in perpetuity in the CRM unless a request is made to remove
Product Information Request Form	https://www.aptar.com/products/food-beverage/ultra-xlv/	Interested market, name, company, job title, address information, email, phone, message.	To ensure actionable information when visitors contact Aptar.	Submissions are stored in the website CMS and delivered to Aptar's CRM via an API integration.	Stored for 10 days in the CMS, in perpetuity in the CRM unless a request is made to remove
Gated Content Form	https://www.aptar.com/resources/striving-for-a-more-circular-pharmaceutical-industry-how-aptar-pharma-can-support-your-sustainability-journey/	Name, job title, company, country, and email.	To deliver information about the relevant resource to the user.	Submissions are stored in the website CMS and delivered to Aptar's CRM via an API integration.	Stored for 10 days in the CMS, in perpetuity in the CRM unless a request is made to remove
Email Notification Subscription	https://www.aptar.com/news-events/	Email address	To deliver information about the relevant resource to the user.	Submissions are stored in the website CMS and delivered to Mailchimp for list management and email delivery.	In perpetuity in the CMS and in perpetuity in Mailchimp