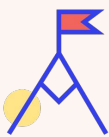# Contentsquare
Contentsquare Exemption Mode Configuration

Data protection and privacy is a priority at Contentsquare. As a data processor, Contentsquare provides users (site or mobile) who are data controllers, with a digital analytics experience that respects the privacy of your site or mobile app users.

Benefit from Contentsquare features without having to obtain user consent for the use of audience measurement cookies.

This guide for sites/mobile apps hosted in France and/or whose users reside in France, will help you ensure your compliance by offering you exemption from collecting your User's consent in accordance with CNIL cookies and other tracking devices guidelines (Exemption Mode)

How to activate Exemption Mode

1. Contact your Customer Success Manager (CSM) to activate Exemption Mode
2. The Contentsquare Implementation Team will activate Exemption Mode in your global settings
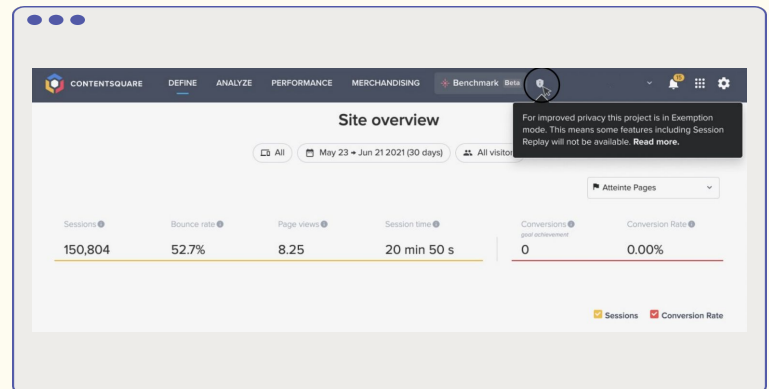

Opt in

You agree and acknowledge that prior to the activation of the Exemption Mode by the Contentsquare implementation team, you need to check that all the settings set out in this guide are correctly implemented. Please note that without your instructions and your cooperation during such implementation processes, the Exemption Mode cannot be enabled and your use of the Contentsquare solution may not be deemed as exempted from consent under the CNIL's cookies guidelines.

Contentsquare

Exemption mode limitations

Upon activation of the Exemption Mode, the following features will not be longer available in the Contentsquare Solution:

- Session Replay
- Integrations with third-party tools
- Cross-domain tracking
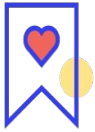
Important

When the Exemption Mode is enabled, please ensure that you do not share any e-commerce related information (e.g., transaction, shopping cart) to Contentsquare. To do this, please check in particular that the relevant features offered by our tag (e.g., "send the transaction", "send an add to cart" etc.) are disabled. For more information, please see our technical documentation. Please note that in the event of sharing such information to Contentsquare, your use of our Solution cannot be considered exempt from obtaining consent in accordance with the CNIL guidelines.

Contentsquare Commitments as a Data Processor

As a data processor, Contentsquare is committed to providing you with all the necessary assistance in your compliance with applicable data protection regulations as follows:

● Data Processing Agreement (DPA): before any use of our Solution, we sign a DPA with our Customers including the mandatory information provided for in Article 28 of the GDPR and specifying that we process customers' personal data for the sole purpose of providing our services to our Customers;

● Data Subject Request Portal: Contentsquare has launched a portal for managing data subject request to help our Customers responding to data subjects within the legal deadlines;

● Privacy Center: we provide you with a documentation center which contains in particular our Privacy Policy and Cookies Policy as well as details of the processing of the Contentsquare Solution;

● Security measures: Contentsquare has implemented physical, technical and organizational measures to ensure a level of security appropriate to the risk inherent to the data processing carried out through the Contentsquare Solution. We are ISO 27701 certified (both data controller and data processor). This certification demonstrates our high level of commitment to data protection and our compliance with major international regulations, including GDPR and CCPA. I

In addition, Contentsquare is committed to providing a Solution that respects your Visitors' privacy, in particular by providing you with:
- Cookies whose lifetime is limited to 13 months maximum, without automatic extension;
- "Blocking" features (as part of Session Replay) to prevent any collection of personal data in Contentsquare
- Features for deleting personal data in the HTML record;
- Support dedicated to the management of data protection events available 24/7.

Contentsquare

Exemption Mode Settings

The table below details precisely all the settings defined by the Contentsquare Solution (in its standard version and in the Exemption Mode) to meet the CNIL's requirements in its assessment program form. It also indicates, for each setting, whether it is a default setting in the Exemption Mode or if a setting on your end is required in order to benefit from the Exemption Mode.

Setting Name	Description	Step-by-Step
1. Disable any data processing on behalf of Contentsquare, if applicable, regardless of the intended purpose	Contentsquare, as a data processor, collects and processes personal data only to analyze online behavior of Visitors for the purpose of improving their journey and our Customer's websites and mobile applications performance, exclusively on their behalf. This is a contractual commitment set out in articles 2.3 and 2.4 of the Data Processing Agreement available online. We do not carry out any data processing for internal development purposes as set out in article 2.2.3. of our Data Processing Agreement without your consent. Please note that if you agreed that Contentsquare uses your personal data for its internal development purposes, you will not be eligible for the Exemption Mode.	*Default Exemption mode setting*
2. Disable any creation of a Visitors' cohort to present them with differentiated content, whether membership of such a cohort is defined randomly or based on information previously collected	The Contentsquare is a retrospective UX solution (i.e. analysis of data after their collection) that does not include real-time adjustment and / or modification of your webpage. As such, it does not enable you to create or modify the content of your website or your mobile application, nor to present differentiated content in real time based on personal data.	*Default Exemption mode setting*
3. Limit the collection of location information at the city level, then pseudonymization to the last octet of IP addresses	Contentsquare collects limited city-level IP addresses for technical purposes by default and then removes them at short notice.	*Default Exemption mode setting*

Setting Name	Description	Step-by-Step
4. Disable any external data import function	Contentsquare can be provided without the need or requirement for integration with third-party tools so that you can use it as a "standalone." The "Integration" feature is disabled and unavailable in the Exemption Mode. **Important:** if you use Contentsquare with one or more integrated third-party tools and you want to activate the Exemption Mode, you must remove any integration by following the instructions opposite. Please note that if you do not remove existing integrations, you will not be eligible for the Exemption Mode.	*Default Exemption mode setting* Before enabling the Exemption Mode, please make sure to remove all integrations already in place on your account as follows: ● Select the **'Integrations'** tab, then ● Click **'Delete'**
5. Disable exports of data containing unique identifiers or non-aggregated data (aggregated and anonymous exports are still possible)	The "Export data" feature is disabled by default Contentsquare (see image below). Please note that by activating data export, you will not be eligible for the Exemption Mode.	*Default Exemption mode setting*
6. Limit the tracker deposit to a domain or a mobile application, or a set of domains clearly identified by Visitors as related to the same website	Domain or a mobile application, or a set of domains clearly identified by Users as related to the same website The Contentsquare Solution uses first-party 3 cookies. Contentsquare enables you to limit the deposit of cookies to a single website and its subdomains. To set up the subdomains feature, please follow the instructions to the right. Cross-domain feature is disabled and unavailable in the Exemption Mode.	*Default Exemption mode setting* To enable / disable the deposit of our cookies on your subdomains, please contact the Customer Success Manager ("CSM") in charge of your account. At your request, a member of the Contentsquare team can set up this feature through your global account settings. . In this case, please make sure that your Users are clearly informed, in a privacy policy for example, that the subdomains are related to a single website belonging to you.
7. Disable the ability to view a single visitor's navigation in the Contentsquare Solution: access to reports with aggregated statistics only	Session Replay is not available in Exemption Mode. All reports available in the Exemption Mode include aggregated data only. If the aggregation level is not reached, you will receive an error message indicating that no data can be displayed.	*Default Exemption mode setting*

Setting Name	Description	Step-by-Step
8. Disable any tagging enabling the retrieval of personal information (for example by means of forms)	Personal data collected via Contentsquare is limited to what is strictly necessary for the provision of our services, namely: the IP address, the visitor's unique online identifier ("Online Unique ID"), digital visitor behavior metrics and webpage URL. No other personal data than those mentioned above is retrieved from the webpage, the entries of a Visitor, or a form. Please see our documentation for more information on configuring this setting. 9 In addition, Contentsquare gives you the ability to: ● rewrite or clean up the URL in any case where you believe it might contain personal information; and ● by default, automatically detect and block certain types of personal data whose characteristics are known (e.g. e-mail address) a	Please read [this documentation](#) for more information on configuring this setting.

9. Existence in the Contentsquare Solution of an opt-out feature to audience measurement cookies, usable on all browsers, which can restrict data collection to only anonymous data corresponding to the list of pages visited by Visitors without the use of trackers enabling to individualize the browsing experience	Contentsquare provides you with an opt-out feature to enable your Users to reject the audience measurement cookies used by our solution. As soon as this feature is enabled, no personal data about your Users will be collected through the Contentsquare Solution.	Please execute the code below to inject an opt-out cookie on your website:
		
		``html
		<script type="text/javascript">
		window._uxa = window._uxa || [];
		window._uxa.push(["optout"]);
		</script>
		``