

Microsoft Priva Tracker Scanning

Automate website privacy compliance monitoring and tracker management



The challenges with managing web tracker compliance

Managing and monitoring web tracker compliance comes with significant hurdles. The swift evolution of technology, multitude of tracking technologies, and varying legal requirements across jurisdictions make it challenging to ensure consistent compliance across your suite of websites. Continuous vigilance is necessary as people become more privacy-conscious and regulatory bodies tighten scrutiny. Failing to uphold privacy rights can lead to legal non-compliance and reputational damage, prompting organizations to implement robust compliance management strategies to build and maintain trust with customers.

Customers are concerned about trackers

60%

of American internet users are concerned about online tracking, while 42% have disabled or blocked tracking technologies.¹

Microsoft Priva Tracker Scanning

With data privacy regulation laws surrounding tracking technologies continuously evolving—and fines for non-compliance exponentially increasing—organizations need a platform that enables them to avoid risk and standardize tracking compliance at scale. Microsoft Priva Tracker Scanning empowers organizations to automate the discovery and categorization of tracking technologies—including cookies, pixels, and beacons—across their

entire suite of websites. With Priva Tracker Scanning, organizations can remediate risks for tracker non-compliance, effectively monitor website compliance, and easily address compliance issues. Priva Tracker Scanning enables your organization to embolden your privacy posture through tight integrations with your data map for maximum control and visibility.

¹Pew Research Center. How Americans View Data Privacy. October 18, 2023.

How Priva Tracker Scanning works

Priva Tracker Scanning automates privacy compliance monitoring and tracker management, providing a scalable compliance solution for websites.

Register websites and scan web domains

Automate scans for various forms of trackers—empowering you to quickly identify and categorize all tracking technologies on your websites.

Evaluate and manage web trackers

Use flexible scan configurations to easily identify missing compliance elements across your suite of websites. Simulate website scans as if you were accessing a website from within the country where the website is hosted—regardless of your actual location globally.

Streamline compliance reporting

Scan for areas of non-compliance and monitor compliance issues throughout the lifecycle of websites.

Key features

Priva Tracker Scanning provides several useful features:

Scan various forms of tracking technologies

Scan various forms of tracking technologies, including those with cookies, web beacons or pixels, local storage objects, and fingerprints. As regulations evolve, so will our scanning capabilities, such as the recent inclusion of HTML tag capture.

Customize scans easily

Schedule scans by date and time, site depth, and exclusions or inclusions of compliance checks. Configure scans to easily scan behind both age gates and basic authentication pages.

Categorize trackers automatically

Auto-categorize trackers once categorization is applied on subsequent scans for each registered website URL and its scanned pages.

Monitor websites persistently

Address areas of tracker non-compliance by monitoring websites for compliance issues throughout their lifecycle and summarizing potential issues in scan reports.

Streamline knowledge dissemination

Enable data privacy officers to engage with information workers and effectively communicate organization-wide approved categorized trackers.

Take the next step

Learn more about the [Microsoft Priva](#) family of products to streamline and improve your data privacy processes today.

Check out the [Microsoft Priva Tracker Scanning web documentation](#) to dive deeper into our product.