Digioh Site Visitor Metadata Storage

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Digioh stores data about your site visitors locally on their device. This includes Campaign interaction and pageview data that is used in Campaign Conditions, such as:

- Pageviews all time
- Pageviews this session
- Campaigns displayed, submitted, and closed
- Page paths navigated

When Digioh activates in the browser, this data is used in evaluating Campaign conditions to determine which Campaign(es) should display, if any.

Digioh Superusers can configure their Digioh account to use one of three Data Storage mechanisms (if you are not a Superuser, contact Digioh support to make changes):

1. Cookie

Cookies are 1st party data, stored in the user's browser and also exchanged back and forth between the browser and your web server. We create cookies to purposely work across root domain and subdomains. For example, if someone visits www.mydomain.com we will try to drop the cookie as follows:

```
path=/; domain=.mydomain.com
```

This means that the cookies are visible across the root domain and every subdomain, e.g. both www.yoursite.com and store.yoursite.com. Digioh cookies are also accessible across both "http" to "https".

1st party cookies are reliable and universally supported, but they have limitations:

1. Browsers limit total cookie storage for each domain to 4Kb. This means that cookies can result in limited metadata available to Digioh Campaign Conditions, for example if the user has a large number of visited pages, that list may be truncated.

2. Running out of cookie storage can potentially cause stability issues for your site, so we have measures in place to limit Digioh cookie size to no larger than 1 KB. However, if Digioh uses 1 KB, that leaves 3Kb of the total available cookie data for your site/application.

3. Because cookies are communicated between the browser and server on every pageview, there is a small but measurable performance impact on page load speed.

4. Cookie communication between the browser and server is technically a "transmission" of data, meaning that it can have security and regulatory compliance implications. By default, cookies set by Digioh contain no Personally Identifying Information (PII), but corporate Legal Teams often take a conservative approach to cookies generally. This explains why those "Accept all Cookies" banners are so common today. Digioh can power those banners if needed.

Cookie Storage is recommended for cases where you are running Digioh across multiple subdomains, e.g. www.yoursite.com and store.yoursite.com.

2. Local Storage

Local Storage is a modern complement to cookies. Local Storage data is stored in the user's browser, and is not communicated automatically back and forth between the browser and server, so has few compliance or performance concerns. Another advantage over cookies is that it is limited to 10MB vs 4Kb, so in practice is unlikely to ever be exhausted.

The main limitation of Local Storage is that it is browser-constrained by subdomain and protocol. Unlike cookies, local storage is not shared between http and https visits to your site, nor between "mydomain.com", "www.mydomain.com", and "shop.mydomain.com" for example. This means that visitors navigating across your subdomains may have an inconsistent Digioh experience, such as seeing a Campaign that they have already submitted on another subdomain.

Local Storage is recommended for all cases where you are not running Digioh across multiple domains, e.g. only on www.yoursite.com.

3. Cross Domain

Cross Domain storage is not a single storage method, instead it relates to the fact that data is stored in the user's browser in association with *Digioh's* domain, lightboxcdn.com, which makes it "3rd Party Data".

Digioh operates within an iFrame, sourced from lightboxcdn.com. When Digioh first activates, it attempts to use Local Storage, if available. Browser privacy settings, incognito modes, tracking prevention plugins, or privacy centric browsers, may prevent this. If local storage is not available, then Digioh falls back to 3rd party cookies:

```
path=/; domain=.lightboxcdn.com
```

Cross Domain has the advantage that it works across *all* of your domains, even different root domains like www.yoursite.com, store.yoursite.com, and www.yourothersite.com.

The downside to Cross Domain is that modern browsers, Safari in particular, are starting to block 3rd party cookies, and "3rd party" Local Storage depends on security settings.

Cross Domain storage is recommended when:

- You have multiple domains running out of a single Digioh account, and
- The same campaign(es) display on multiple (sub)domains, and
- You want campaign conditions like "Display Until Submitted" to be honored cross-domain