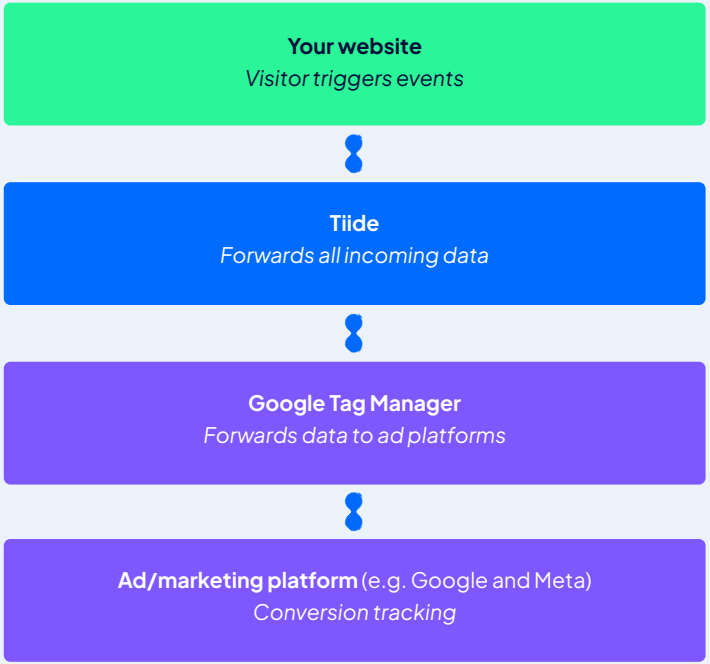
Server-side tracking data flow & security

Tiide Keep your data flowing

The only data Tiide retains is what's needed to recover lost conversions – nothing more. Here's how it works:



Tiide only passes information downstream.

Let us clarify:

What data does Tiide store?

For each user, Tiide only stores their browser name, if they are using an ad blocker and the amount of requests.

What role does Tiide actually play?

Tiide is managed infrastructure that sits in the path between your website and marketing platforms. It's a conduit; not a destination – traffic passes through it in real-time and is forwarded on immediately. No personal and identifiable information is retained. Its job is to make sure conversion data that would otherwise be lost to ad blockers and browser restrictions still reaches your ad platforms – this is the only data the platform looks at.

You can learn more about user privacy and security on the Tiide blog.