

Partner	Data Type	Data Summary	Storage	Collection and Transfer	Use
Adwords	Conversion Pixel Data	Site actions (purchases, form-fills); order ID; device data; sale data (basket size, basket value)	Within the Adwords system	Data gathered through local Staples websites and transferred to partner systems	Track conversions for channel / partner optimisation purposes.
Adwords	1st Party Customer Data (CRM)	Email addresses of Staples customers / prospects	Within the Adwords system	Data gathered through local Staples websites and transferred to partner systems	Used to build audiences of known customers / prospects for targeting within Adwords.
Adwords	1st party data	Various pieces of non-identifiable personal data (demographics, devices, browser, etc.), but collected at cookie level and grouped together into larger segments for data analysis purposes.	Within the Adwords system	Data collected from the search engine results page (recording impressions and clicks), and from Adwords tags (conversions, remarketing). Data can be sent to an analytics system, DMP, adserver, or exported to files for reporting.	Data is used to optimise advertising performance, and to build target audiences
AdYouLike	Segment Pixel Data	IP Address	Data held with AdYouLike	Data gathered through local Staples websites and transferred to partner systems	To capture landing page lands in order to build audiences for exclusion
AdYouLike	Conversion Pixel Data	IP Address; Sale actions; order ID; device data; sale data (basket size, basket value)	Data held with AdYouLike	Data gathered through local Staples websites and transferred to partner systems	Track conversions for channel / partner optimisation purposes.
Awin (Zanox)	Conversion Pixel Data	Sale actions; order ID; device data; sale data (basket size, basket value)	Data held with Awin (Zanox)	Data gathered through local Staples websites and transferred to partner systems	Track conversions for channel / partner optimisation purposes.
Bing	Conversion Pixel Data	Site actions (purchases, form-fills); order ID; device data; sale data (basket size, basket value)	Data held with Bing	Data gathered through local Staples websites and transferred to partner systems	Track conversions for channel / partner optimisation purposes.
Bing	1st party data	Various pieces of non-identifiable personal data, but collected at cookie level and grouped together into larger segments for data analysis purposes.	Within the Bing system	Data collected from the search engine results page (recording impressions and clicks), and from Bing tags (Conversions). Data can be sent to an analytics system, DMP, adserver, or exported to files for reporting.	Data is used to optimise advertising performance towards clicking through to a site and/or resulting in an action taking place onsite. It can also be used to target or exclude by demographic data, device data, browser type, etc.
Captify	Landing Pixel Data	IP Address	Data held with Captify	Data gathered through local Staples websites and transferred to partner systems	To capture landing page lands in order to build audiences for exclusion
Captify	Confirmation Page Pixel Data	Appnexus ID; Order ID; Revenue; timestamp; URL of page pixel fires on	Data held with Captify	Data gathered through local Staples websites and transferred to partner systems	Track conversions for channel / partner optimisation purposes.
CJ	Conversion Pixel Data	Sale actions; order ID; device data; sale data (basket size, basket value)	Data held with CJ	Data gathered through local Staples websites and transferred to partner systems	Track conversions for channel / partner optimisation purposes.
Coast	Reporting & Operational Documents	Performance data (weekly reporting covering sales, revenue, efficiency at a granular level)	Stored locally with each agency	Data collected from Glance by Performics, emailed between Performics and Coast	Ensure Coast have sufficient visibility of performance to conduct necessary optimisations in UK Adwords platform
Criteo	Remarketing Pixel Data	Hashed CRM ID of the advertisers; names of websites browsed by users (pages/products viewed); user site actions (clicks, adds-to-basket, purchases); URLs of pages viewed by the users; URL of the previous page viewed by the user; Aggregated technical data related to browser and device; date and time; Criteo Cookie ID; Segment (e.g. "HP" section of a site)	Data held with Criteo	Data gathered through local Staples websites and transferred to partner systems	Used to build audiences of past site visitors to be targeted or otherwise utilised in follow up Remarketing campaigns
DoubleClick (DCM)	Floodlight Tag Data	IP address; past search behaviour; new / existing designation; site purchases	Within the DCM system	Data gathered through local Staples websites and transferred to partner systems	Data is used to optimise advertising performance towards goals such as sales, revenue, cost per acquisition and ROI. It can also be used to target/exclude audiences where remarketing lists are created.
DoubleClick Search	1st party data	Various pieces of non-identifiable personal data, but collected at cookie level and grouped together into larger segments for data analysis purposes.	Within the DCS system	Data is collected from a floodlight or pixel solution (e.g. Doubleclick for advertisers), advertising systems (e.g. adwords) and analytics systems (e.g. Google analytics)	Data is used to optimise advertising performance towards goals such as sales, revenue, cost per acquisition and ROI. It can also be used to target/exclude audiences where remarketing lists are created.
Facebook	1st party data	Granular data on users, grouped together in larger segments to attempt to anonymise	Within the FB platform	Data collected by the partner, accessible within the platform as targeting options; sometimes exported in anonymised form as insight to inform strategy.	Used to granularly target platform users in ad campaigns.
Facebook	Conversion Pixel Data	Sale actions; order ID; device data; sale data (basket size, basket value)	Within the FB platform	Data gathered through local Staples websites and transferred to partner systems	Track conversions for channel / partner optimisation purposes.
Fusepump	Client Inventory Feed	Product lines; stock; pricing; product-related detail (descriptions, titles, images, specs)	Likely stored offline by FusePump and uploaded to Google Merchant Centre	Feed sourced from Staples, transferred to Google Merchant Centre and to Criteo	This data is used to create shopping adverts within Adwords and within the Criteo platform
Google Analytics	1st party data	Various pieces of non-identifiable personal data, but collected at cookie level and grouped together into larger segments for data analysis purposes.	Within the analytics system	Data collected from Staples website into the analytics platform. Some data, such as conversion data, can then be passed back to other 3rd party tools such as Doubleclick search.	Data is used for analysis to provide trends, insights and inform forecasting and marketing strategies. Data passed into platforms like Doubleclick Search is used to optimise advertising performance towards goals such as ROAS.
Google Merchant Centre	Client Inventory Feed	Product lines; stock; pricing; product-related detail (descriptions, titles, images, specs)	Within Google Merchant Centre	Feed uploaded into system by feed management provider (formerly Fusepump). This is then passed to Adwords.	This data is used to create shopping adverts within Adwords
Inflecto	3rd party data	Email addresses	Within Inflecto System	Kept between Inflecto and third-party providers, not transferred to agencies	Data used to support affiliate lead-gen campaigns
Insights Tools (e.g. Hitwise, Benchtools)	3rd party data	Various pieces of non-identifiable personal data, but collected at cookie level and / or pre-approved panel and grouped together into larger segments for data analysis purposes.	Within the insights system, but data can be downloaded (usually in excel format) and saved to desktops, Lionbox and various other drives	Data is collected at a cookie level in the system - for some of the insights tools, consumers have pre-agreed to be part of a panel. Data can be downloaded as per 'storage'	To see industry insights and benchmark Staples activity against competitors'
LinkedIn	1st party data	Granular data on users, grouped together in larger segments to attempt to anonymise	Within the LinkedIn platform	Data collected by the partner, accessible within the platform as targeting options; sometimes exported in anonymised form as insight to inform strategy.	Used to granularly target platform users in ad campaigns.
LionBox	Reporting & Operational Documents	Data related to reporting, operations and project management, including performance data (platform data like impressions, clicks; sales data like sales and revenue; efficiency data).	Data held on LionBox platform, but data can be downloaded (usually in excel format) and saved to desktops	Data collected from the supplier, client and / or agency and placed into the sheet or document. The drive is used for file sharing, and individual files can be downloaded externally.	Performics-side file sharing and management platform, used to organise and access key files in a location accessible to multiple stakeholders and across multiple devices.
Omniure	1st party data	Various pieces of non-identifiable personal data, but collected at cookie level and grouped together into larger segments for data analysis purposes. And IP addresses.	Within the analytics system	Data collected from Staples website into the analytics platform. Some data, such as conversion data, can then be passed back to other 3rd party tools such as Doubleclick search.	Data is used for analysis to provide trends, insights and inform forecasting and marketing strategies. With data passed into 3rd party tools such as Doubleclick Search, this is used to optimise advertising performance towards goals such as sales, revenue, cost per acquisition and ROI.
TradeDoublor	Conversion Pixel Data	Sale actions; order ID; device data; sale data (basket size, basket value); voucher code used.	Data held with TradeDoublor	Data gathered through local Staples websites and transferred to partner systems	Track conversions for channel / partner optimisation purposes.
Wrike	Reporting & Operational Documents	Data related to reporting, operations and project management, including performance data (platform data like impressions, clicks; sales data like sales and revenue; efficiency data).	Data held on Wrike platform, but data can be downloaded (usually in excel format) and saved to desktops, Lionbox and various other drives	Data collected from the supplier, client and / or agency and placed into the sheet or document. The drive is used for file sharing, and individual files can be downloaded externally.	File sharing, managing workflows with Staples - documenting status of working on campaign projects and next actions.
GroupM	Remarketing Pixel Data		Within GroupM system	Data gathered through local Staples websites and transferred to partner systems	Used to build audiences of past site visitors to be targeted or otherwise utilised in follow up Remarketing campaigns