Privacy at Builder.io

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To minimize privacy and security risks and to help our customers avoid unnecessary compliance costs, we design our products to collect only a limited amount of data about your customers (whom we refer to as "visitors") when they visit your website and/or use your digital products. This document answers some frequently asked questions to help you understand our approach and assess the impact of using Builder on your organization's privacy program.

What data does Builder collect?

Visitor Data

Builder collects limited information about your customers when they visit your website and/or use your digital products, which we call "Visitor Data." This may include:

- **Event Data**: A string indicating the type of event logged by Builder, such as whether a visitor has clicked on a button on your website. This data can optionally include customer-defined attributes and events.
- **Visitor ID**: A randomly generated identification number (ID) assigned to a visitor.
- **Content IDs**: A randomly generated ID of the content a visitor viewed.
- **Variation ID**: A randomly generated ID of the variation that a visitor saw (for instance, if you have a page with a blue button and create a variation with a red button, each variation will have a variation ID).
- **Timestamp**: The date and time the event occurred.
- **User Agent Data**: The standard "userAgent header" passed by the browser, which contains information such as OS type and browser version.

As an open platform, we allow you to provide us with additional data about your visitors, for example, attributes related to repeat buyers. The additional data collected depends on the specific features you use and your configuration. To help minimize the amount of personal data we collect, please note that our terms of service prohibit you from providing us with additional personal data or with sensitive personal information, such as health information.

Product User Data

When your employees or other authorized users set up an account on Builder, we also collect basic account information from the individual, such as a person's username, name, work email address, work contact details, and job title, which we call "Product User Data."

Can I disable cookies and data collection?

Yes, you can. Our SDKs provide an option to turn off setting any cookies or collecting any user information at all. When disabled, features of the Builder Services tied to tracking requests, such as A/B testing, analytics, and heatmaps will not function as intended.

What cookies and localStorage keys do Builder set?

Builder.io's JavaScript SDKs set the cookie and localStorage keys defined below. All Builder code you run on your site, including the JavaScript SDKs, are open source and can be forked and modified at any time.

Cookies: All cookies are set with SameSite=True and Secure=True
- **builderSessionId**
    - **What**: A randomly generated ID for the current visitor's session
    - **Example value**: "xn9hsjtsbrc"
    - **Expiration**: 30 minutes since the last event collected
- **builder.tests.${contentId}**
    - **What:** The test variation ID a visitor should see for a given content ID
    - **Example value:** "6w9o0b1futq"
    - **Expiration**: 30 days

localStorage keys:
- **builder.visitorId**
    - **What**: A randomly generated identification number (ID) assigned to a vidistor
    - **Example value**: "7ocuyv1lqeo"

Does Builder collect any personal data about your visitors?

The Visitor Data Builder collects is, by default, tied only to Visitor IDs.

Visitor IDs may fall within the scope of some privacy and data protection laws under certain circumstances, though by default we do not associate Visitor IDs with email addresses or other direct identifiers.

We collect this data on your behalf from individual visitors who use websites and digital products where you are running Builder, and process it to provide the Builder Services to you.

How does Builder use the personal data collected?

We only process Visitor Data in accordance with your company's permission and instructions as set out in your agreement with us. We do not sell Visitor Data, and we do not allow other companies to use your Visitor Data for any reason including to test with or target your

visitors. If a visitor to your site or app uses one of our other customers' sites or apps, they will receive a different randomly generated Visitor ID.

The EU requires a lawful basis for collecting personal data. What are Builder's grounds for collecting personal data?

When operating within your websites and digital products, we collect data from your visitors as a "data processor" to enable you, the "data controller," to test and personalize your content and features. As the data controller, you are responsible for providing appropriate privacy and cookie notices to your visitors, and for obtaining consent, if needed. You should also consider implementing appropriate options for visitors as described in our documentation. Like other services, Builder does not display a separate cookie pop-up or privacy policy to your end users.

Does Builder maintain a record of when personal data was collected?

The Visitor Data we collect receives a timestamp to indicate when it was received by Builder. We retain other data, such as account information for authorized users for as long as your account is active with us. Should you terminate your agreement with Builder, you will be provided with an opportunity to download your Visitor Data. Upon your request, we also delete your Visitor Data in our production instances.

Where does Builder store personal data? Does it use any third-party processors?

Like most modern technology companies, Builder uses leading cloud providers and other service providers to help us deliver a robust service. The list of Builder's the key data processors who process personal data (also known as "sub-processors") for our product is available upon request.

Our services are currently hosted on servers based in the United States.

How does Builder allow us to access and delete our visitors' personal data?

We will assist you should you receive a request from an eligible data subject for data access or deletion of Visitor Data within our control. Our support engineers are trained to export or erase the event data records associated with identifiers you provide. To learn more about our access and deletion processes, please refer to our documentation.

Does Builder have a process for regularly testing, assessing, and evaluating the effectiveness of its security measures?

Our security program includes annual security reviews by security consultants and automated source code analysis to find common security issues. For more information, please refer to our [current security measures](#).

Does Builder have a notification process in place in the event of a data breach?

We will inform you promptly in the event we learn of any unauthorized access, disclosure, or destruction of your Visitor Data and Product User Data per the terms of your agreement with us.