

## Jetpack Privacy Policy

### Carousel

Image views are only recorded if the site owner, has explicitly enabled image view stats tracking for this feature via the `jetpack_enable_carousel_stats` filter.

**Data Used:** If image view tracking is enabled, the following information is used: IP address, WordPress.com user ID (if logged in), WordPress.com username (if logged in), user agent, visiting URL, referring URL, timestamp of event, browser language, country code.

**Activity Tracked:** Image views.

### Contact Form

**Data Used:** If Akismet is enabled on the site, the contact form submission data — IP address, user agent, name, email address, website, and message — is submitted to the Akismet service (also owned by Automattic) for the sole purpose of spam checking. The actual submission data is stored in the database of the site on which it was submitted and is emailed directly to the owner of the form (i.e. the site author who published the page on which the contact form resides). This email will include the submitter's IP address, timestamp, name, email address, website, and message.

**Data Synced (?):** Post and post meta data associated with a user's contact form submission. If Akismet is enabled on the site, the IP address and user agent originally submitted with the comment are synced, as well, as they are stored in post meta.

### Gravatar Hovercards

**Data Used:** This feature will send a hash of the user's email address (if logged in to the site or WordPress.com — or if they submitted a comment on the site using their email address that is attached to an active Gravatar profile) to the Gravatar service (also owned by Automattic) in order to retrieve their profile image.

### Infinite Scroll

**Data Used:** In order to record page views via WordPress.com Stats (which must be enabled for page view tracking here to work) with additional loads, the following information is used: IP address, WordPress.com user ID (if logged in), WordPress.com username (if logged in), user agent, visiting URL, referring URL, timestamp of event, browser language, country code.

**Activity Tracked:** Page views will be tracked with each additional load (i.e. when you scroll down to the bottom of the page and a new set of posts loads automatically). If the site owner has enabled Google Analytics to work with this feature, a page view event will also be sent to the appropriate Google Analytics account with each additional load.

### Jetpack Comments

**Data Used:** Commenter's name, email address, and site URL (if provided via the comment form), timestamp, and IP address. Additionally, a `jetpack.wordpress.com` IFrame receives the following data: WordPress.com blog ID attached to the site, ID of the post on which the

comment is being submitted, commenter's local user ID (if available), commenter's local username (if available), commenter's site URL (if available), MD5 hash of the commenter's email address (if available), and the comment content. If Akismet (also owned by Automattic) is enabled on the site, the following information is sent to the service for the sole purpose of spam checking: commenter's name, email address, site URL, IP address, and user agent.

**Activity Tracked:** The comment author's name, email address, and site URL (if provided during the comment submission) are stored in cookies. [Learn more about these cookies.](#)

**Data Synced (?):** All data and metadata (see above) associated with comments. This includes the status of the comment and, if Akismet is enabled on the site, whether or not it was classified as spam by Akismet.

#### Mobile Theme

**Data Used:** A visitor's preference on viewing the mobile version of a site.

**Activity Tracked:** A cookie (akm\_mobile) is stored for 3.5 days to remember whether or not a visitor of the site wishes to view its mobile version. [Learn more about this cookie.](#)

#### Sharing

**Data Used:** When sharing content via email (this option is only available if Akismet is active on the site), the following information is used: sharing party's name and email address (if the user is logged in, this information will be pulled directly from their account), IP address (for spam checking), user agent (for spam checking), and email body/content. This content will be sent to Akismet (also owned by Automattic) so that a spam check can be performed. Additionally, if reCAPTCHA (by Google) is enabled by the site owner, the sharing party's IP address will be shared with that service. You can find Google's privacy policy [here](#).

#### Subscriptions

**Data Used:** To initiate and process subscriptions, the following information is used: subscriber's email address and the ID of the post or comment (depending on the specific subscription being processed). In the event of a new subscription being initiated, we also collect some basic server data, including all of the subscribing user's HTTP request headers, the IP address from which the subscribing user is viewing the page, and the URI which was given in order to access the page (REQUEST\_URI and DOCUMENT\_URI). This server data used for the exclusive purpose of monitoring and preventing abuse and spam.

**Activity Tracked:** Functionality cookies are set for a duration of 347 days to remember a visitor's blog and post subscription choices if, in fact, they have an active subscription.

#### WordPress.com Stats

**Data Used:** IP address, WordPress.com user ID (if logged in), WordPress.com username (if logged in), user agent, visiting URL, referring URL, timestamp of event, browser language, country code. Important: The site owner does not have access to any of this information via this feature. For example, a site owner can see that a specific post has 285 views, but he/she cannot see which specific users/accounts viewed that post. Stats logs — containing

visitor IP addresses and WordPress.com usernames (if available) — are retained by Automattic for 28 days and are used for the sole purpose of powering this feature.

Activity Tracked: Post and page views, video plays (if videos are hosted by WordPress.com), outbound link clicks, referring URLs and search engine terms, and country. When this module is enabled, Jetpack also tracks performance on each page load that includes the Javascript file used for tracking stats. This is exclusively for aggregate performance tracking across Jetpack sites in order to make sure that our plugin and code is not causing performance issues. This includes the tracking of page load times and resource loading duration (image files, Javascript files, CSS files, etc.). The site owner has the ability to force this feature to honor DNT settings of visitors. By default, DNT is currently not honored.

#### WordPress.com Toolbar

This feature is only accessible to registered users of the site who are also logged in to WordPress.com.

Data Used: Gravatar image URL of the logged-in user in order to display it in the toolbar and the WordPress.com user ID of the logged-in user. Additionally, for activity tracking (detailed below): IP address, WordPress.com user ID, WordPress.com username, WordPress.com-connected site ID and URL, Jetpack version, user agent, visiting URL, referring URL, timestamp of event, browser language, country code.

Activity Tracked: Click actions within the toolbar.