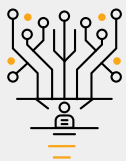




EVERYTHING I NEED TO KNOW ABOUT TRACKING PIXELS

1

WHAT IS A TRACKING PIXEL?



A tracking pixel is a reference to a resource, usually an image file, embedded in content such as a website, email or online advertisement.

2

WHAT IS THE PURPOSE OF TRACKING TECHNOLOGIES?



The main purpose of a cookie or other tracking technology is generally to collect information about an individual's behaviour.

3

WHAT PERSONAL DATA MAY BE PROCESSED USING TRACKING PIXELS?



- IP address;
- geographical location;
- type and version of the browser or email client;
- type of device used (mobile or desktop);
- screen resolution;
- operating system and its version;
- time and frequency of visits;
- plug-ins used;
- behaviour on a website, social network or in an email (for example, whether an email has been opened).

4

WHAT IS THE LEGAL BASIS FOR USING TRACKING PIXELS?



Consent. The use of tracking pixels is subject to a mandatory consent requirement, with consent being the sole condition for lawful use ([Article 73\(4\) of the Law on Electronic Communications of the Republic of Lithuania](#)).

An exception applies.

5

WHERE CAN I FIND INFORMATION ABOUT THE USE OF TRACKING PIXELS?



As with any other processing of personal data, information about the use of tracking technologies may be found in organisations' **Privacy Policies**, **Cookie Policies**, in your account, when you are asked to consent to the use of tracking technologies, etc.

6

DO I HAVE TO BE INFORMED ABOUT THE USE OF TRACKING PIXELS?



As mentioned above, your consent is required for the use of tracking pixels. However, to be able to give such consent, you must be properly informed by being provided with all information concerning the processing of personal data in accordance with [Articles 12 and 13 GDPR](#).

7

HOW CAN I PROVE THAT I DID NOT CONSENT TO THE USE OF TRACKING PIXELS?



You do not need to prove anything. The organisation must retain evidence demonstrating that you have given such consent.

8

CAN I BLOCK TRACKING PIXELS?



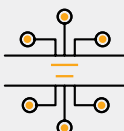
Yes. Tracking pixels can be blocked:

- in **Outlook**;
- in **Outlook Web App** (using a browser);
- in **Gmail**;
- in a web browser;
- by other means.

The ability to block tracking pixels **does not mean that an individual who does not block a tracking pixel has consented to its use.**

9

FURTHER INFORMATION



European Data Protection Board [Guidelines 2/2023](#) of 7 October 2024 on the Technical Scope of Article 5(3) of the ePrivacy Directive.