

What Data Does WalkMe Collect?

Brief Overview

WalkMe allows you to gain insights about user behavior around your WalkMe content and on your website itself. To provide this insight, WalkMe collects information such as which Walk-Thrus are completed and which WalkMe widgets are opened.

Does WalkMe Collect Sensitive Information?

By default, WalkMe does not collect personally identifiable information (PII) other than IP addresses in logs for security purposes, end users' approximate geolocation (country and city in which they are located) and masked IP addresses for the ongoing operation of the WalkMe system. WalkMe assigns collected metadata to anonymous random GUID.

The user identifier, which can also contain PII, is collected and sent according to the end-user identification settings configured for the account. (See our [Unique User Settings support article](#)). When the end-user ID provider you configured in settings is not available (for instance, if the user is not logged in), the WalkMe anonymous generated ID is sent.

Additionally, WalkMe collects and transfers environment properties such as browser and OS, page URL and title. The collection of page URL and page title can be prevented upon customer request.

Higher tracking levels, which collect more information, can be defined upon customer request.

- [Read more about selecting a tracking level](#)
- [See our Storage Manager Overview article](#)
- [Check out WalkMe's Privacy Policy](#)
- [Learn more about WalkMe security](#)

Example Analytics Parameters

Below is an example of an event sent by WalkMe's data recorder for WalkMe Engagement Analytics purposes:

```
{  "time":1553433890150,  "type":"play",  "data":{    "type":"wt",    "oId":124909,    "oName":"Log  
```



```
in",      "pId": "1553433890148-124909-889838df-c7da-f212-e
553-08b4142a6894",      "pInit": {      "type": 1      }
,      "oRequestedSubObject": 1394694,      "oActualSubOb
ject": 1394694,      "pluginVer": "x.x",      "libVer": "20
190306-123518-32b80d9f"      },      "sId": "b34cd63b-b54f-36
37-f48b-9ec7fb8247f6",      "wm": {      "uId": "3210be7ad82
f403298f7c4da065ec657",      "euId": "7302c5a9-9dbf-ef49-
e898-8fce4d0add48",      "euIdSource": "Cache",      "per
mId": -1,      "env": 0,      "interactionGuid": "a2aab74b-
60ec-816c-10d4-42d02ea341f5",      "platform": 1      },
"env": {      "browser": {      "name": "Chrome",
"version": "72.0.3626.121",      "string": "Chrome 72.0
.3626.121"      },      "os": {      "name": "Windows"
},      "mobile": false,      "screen": {      "heig
ht": 561,      "width": 1249      },      "timezone": -12
0      },      "ctx": {      "location": {      "protocol": "
http:",      "hostname": "shopme.walkme.com",      "p
athname": "/product/pink-alligator/"      },      "isIfra
me": false,      "visitId": "9ef11e58809fd93c55d22f12c3fd4
01c",      "title": "Pink Alligator - ShopMe"      },      "v
isions": {      "sId": "3af2e125-e04a-4aa8-84cb-84e8b4c641
41"      },      "version": {      "lib": "20190306-123518-32b
80d9f",      "pe": "5.0.0"      }      }
```