

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-e553-08b4142a6894",
  "pInit":{"
    "type":1
  },
  "oRequestedSubObject":1394694,
  "oActualSubObject":1394694,
  "pluginVer":"x.x",
  "libVer":"20190306-123518-32b80d9f"
},
"sId":"b34cd63b-b54f-3637-f48b-9ec7fb8247f6",
"wm":{"
  "uId":"3210be7ad82f403298f7c4da065ec657",
  "euId":"7302c5a9-9dbf-ef49-e898-8fce4d0add48",
  "euIdSource":"Cache",
  "permId":-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":{"
    "height":561,
    "width":1249
  },
  "timezone":-120
```

```
},
"ctx":{
  "location":{
    "protocol":"http:",
    "hostname":"shopme.walkme.com",
    "pathname":"/product/pink-alligator/"
  },
  "isIframe":false,
  "visitId":"9ef11e58809fd93c55d22f12c3fd401c",
  "title":"Pink Alligator - ShopMe"
},
"visions":{
  "sId":"3af2e125-e04a-4aa8-84cb-84e8b4c64141"
},
"version":{
  "lib":"20190306-123518-32b80d9f",
  "pe":"5.0.0"
}
}
```