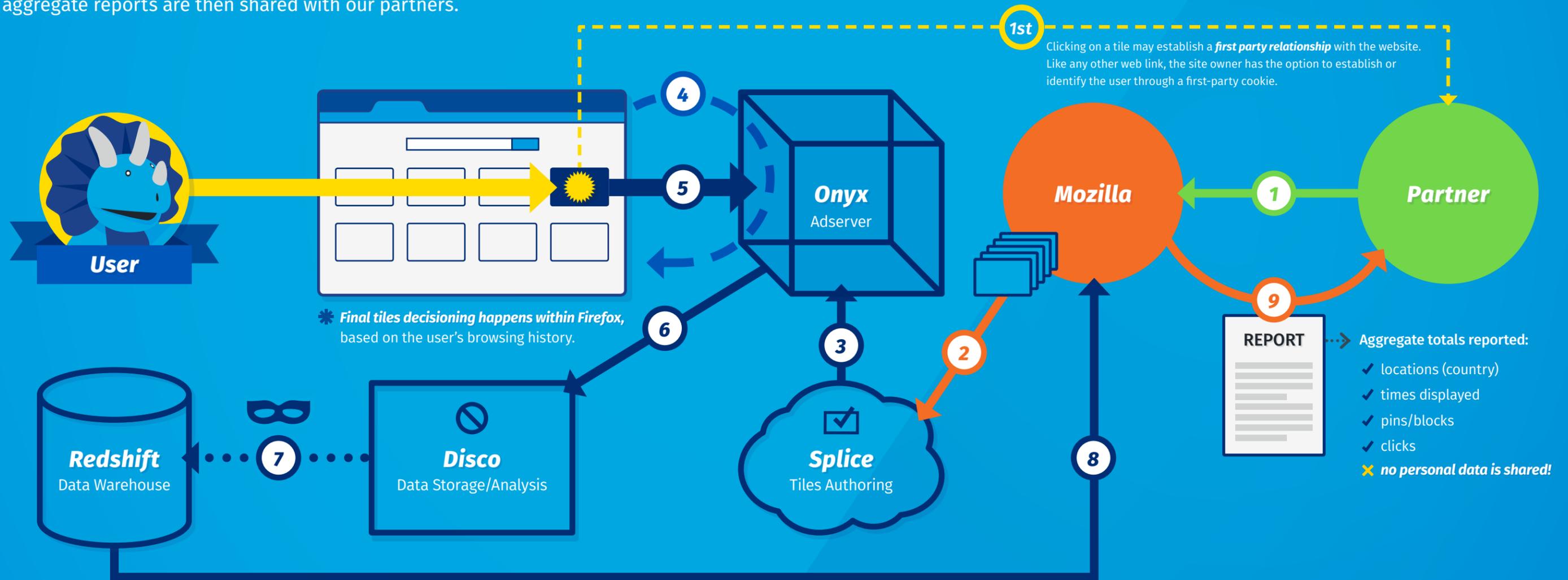


How user data is protected on Firefox New Tab

Suggested tiles are powered by a recommendation system that acts on behalf of the user, delivering relevance while respecting privacy. Here is basically how it works: We only send a limited amount of data back to our tiles selection server, Onyx, and store that raw data in our storage and analysis server, Disco, for a short period of time before aggregating it in our data warehouse. High-level aggregate reports are then shared with our partners.

Still have questions?
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- 1** A partner submits their tile campaign assets to Mozilla.
- 2** Mozilla reviews the assets and campaign rules before entering them into Splice, a tiles authoring and campaign management server.
- 3** Splice hands this information to Onyx, which is responsible for tiles delivery to any user.
- 4** The browser fetches all available suggested tiles based on country and language from Onyx without using cookies or other user tracking identifiers.
- 5** User interactions, such as clicks, pins and blocks, are examples of data that may be measured and processed. View [Mozilla's Privacy Policy](#) or our [Data Privacy Principles](#) for more information.
- 6** Onyx submits the interaction data to Disco, a restricted access database for large-scale analysis.
- 7** Disco aggregates all Firefox tiles interactions, anonymizing personally identifiable data before sending to Redshift for reporting.
- 8** Charts and reports are pulled from Redshift using Zenko, a Content Services reporting tool, for analysis by Mozilla.
- 9** Mozilla sends this report to the partner shortly after the campaign ends.