The following two tables are for HTTP Cookies and LocalStorage (HTML5 Cookies). Both tables have had duplicate or very similar values removed for the sake of brevity. During our experiment, the location of the end user device did not move, and all the websites were visited in a span of hours. This simplified the task of checking how accurate a site's geolocation efforts were. In a real-life scenario, collecting this type of data over time could give insights into a user's physical location. In addition to geolocation information, IP addresses can be used for other kinds of analysis (seeing who owns an IP, for example).

HTTP Cookies

Domain	HTTP Cookie Name	IP	City	Zip	DMA	Region	Region (Wrong City/ZIP)	State	Time Zone	Country
fourseasons.com	GeoIPCookie									X
deloton.com	OAGEO6d3d2				X		X	X		X
higheurest.com	OAGEO6d3d2				X		X	X		X
bestadbid.com	OAGEO6d3d2				X		X	X		X
pipeschannels.com	OAGEO6d3d2				X		X	X		X
deloton.com	OAGEO6d3d2				X		X	X		X
pushnative.com	OAGEO6d3d2				X		X	X		X
mobpushup.com	OAGEO6d3d2				X		X	X		X
m73lae5cpmgrv38.com	OAGEO6d3d2				X		X	X		X
adtplatform.com	abdGeo						X			X
repubblica.it	cGEO									X
gamepedia.com	cdmgeo									X
socialblade.com	cdmgeo									X
cbsnews.com	fly_geo									X
avg.com	geoip									X
salesforce.com	web_core_geoCountry									X
xfinity.com	SC						X	X		
bugherd.com	landing	X								
walmart.com	location-data		X	X				X		
ikea.com	MyLocation									X
tokopedia.com	_ampCity						X			
58.com	citylistname						X			
walmart.com	prefper						X			
bestbuy.com	customerZipCode						X			
trendemon.com	cisession	X								
rozetka.com.ua	D_SID	X								
ad4game.com	OA4GBR	X								
youdao.com	OUTFOX_SEARCH_USER_ID	X								
huihui.cn	OUTFOX_SEARCH_USER_ID	X								
americanexpress.com	SaneID									
primosearch.com	UID	X								
zoom.us	_zm_iplang	X								
alibaba.com	ali_ab	X								

alibaba.com	ali_apache_id	X								
ebates.com	cookie_id	X								
inq.com	inqVital_10004750	X								
inq.com	inqVital_10005809	X								
inq.com	inqVital_312	X								
okta.com	ip2l	X	X					X		X
livedoor.com	ldsuid	X								
line.me	ldsuid	X								
blog.jp	ldsuid	X								
cambridge.org	localeChecker	X								
daumdn.com	pref	X								
stackadapt.com	sa-user-id-v2	X								
exoclick.com	tag	X								
exosrv.com	tag	X								
disqus.com	ubvs	X								
disqus.com	ubvt	X								
xfinity.com	aam_sitecore					X				
homedepot.com	THD_PERSIST						X			
xfinity.com	PSC						X			
xfinity.com	aam_sitecore					X				
tailtarget.com	ttbprf						X			
bestbuy.com	physical_dma				X					
smartadserver.com	sasd				X					
smartadserver.com	sasd2				X					
	Totals	**25**	**2**	**1**	**11**	**2**	**17**	**11**	**0**	**18**

LocalStorage (HTML5 Cookies)

Domain	IP	City	Zip	DMA	Region	Region (Wrong City/Zip)	State	TZ	Country	Timestamp
cnn.com	X					X	X	X	X	
blibli.com	X					X			X	
hurriyet.com.tr	X					X			X	
tokopedia.com	X					X			X	
taobao.com	X								X	X
ibm.com	X					X				
upwork.com	X							X		
onlinesbi.com	X									
box.com	X									
nba.com	X								X	X
zhanqi.tv	X									X

go.com	X			X						X
autodesk.com	X					X	X			
go.com	X			X		X	X	X		
coindesk.com	X									
usatoday.com	X					X	X		X	
cdiscount.com	X					X	X		X	
ivi.ru	X								X	X
autodesk.com	X			X		X				
theatlantic.com	X									X

Optimizely LocalStorage

This table details some keys and values of interest from within the "Optimizely" data structure found in dozens of sites' LocalStorage databases. During our testing, we found the following sites to have some version of the Optimizely data saved: 1and1.com, asana.com, atlassian.net, bodybuilding.com, box.com, cbssports.com, cnn.com, foxnews.com, hp.com, indeed.com, investopedia.com, nypost.com, nytimes.com, office365.com, sciencedirect.com, telegraph.co.uk, utorrent.com, vimeo.com, xbox.com, and zendesk.com.

Key	JSON Path in Value	IP	City	Zip	DMA	Region	Region (Wrong City/Zip)	State	TZ	Country
visitor_profile	profile.IP	X								
	profile.currentTimestamp									
	profile.offset								X	
	profile.location.city						X			
	profile.location.country									X
	profile.location.region							X		
	profile['vendor.demandbase'].registry_dma_code				X					
	profile['vendor.demandbase'].registry_city						X			
	profile['vendor.demandbase'].registry_state							X		
	profile['vendor.demandbase'].registry_zip_code						X			
	profile['vendor.demandbase'].registry_country									X
	profile['vendor.demandbase'].registry_latitude						X			
	profile['vendor.demandbase'].registry_longitude						X			
	profile['vendor.demandbase'].ip	X								
	metadata.IP	X								
	demandbase. (same structure as vendor.demandbase above)									
asyncinfo	cdn3.ip	X								
	cdn3.location.city						X			
	cdn3.location.country									X