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.

For technical details, visit https://wiki.mozilla.org/tiles

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Still have questions?
team-csi@mozilla.com

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A partner submits their tile campaign assets to Mozilla.

Mozilla reviews the assets and campaign rules before entering them into Splice, a tiles authoring and campaign management server.

Splice hands this information to Onyx, which is responsible for tiles delivery to any user.

The browser fetches all available suggested tiles based on country and language from Onyx without using cookies or other user tracking identifiers.

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.

Onyx submits the interaction data to Disco, a restricted access database for large-scale analysis.

Disco aggregates all Firefox tiles interactions, anonymizing personally identifiable data before sending to Redshift for reporting.

Charts and reports are pulled from Redshift using Zenko, a Content Services reporting tool, for analysis by Mozilla.

Mozilla sends this report to the partner shortly after the campaign ends.

1st

Clicking on a tile may establish a first party relationship with the website. Like any other web link, the site owner has the option to establish or identify the user through a first-party cookie.

Final tiles decisioning happens within Firefox, based on the user’s browsing history.

User

Mozilla

Partner

Redshift

Data Warehouse

Disco

Data Storage/Analysis

Splice

Tiles Authoring

Onyx

Adserver

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