

Which 3rd Parties Should NOT be on Checkout



As a complex eCommerce site, 3rd party technologies are necessary to give your shoppers the best experience possible. But did you know that only a select few 3rd parties should be running on checkout?

That's because unnecessary 3rd parties having access to your shoppers' PII is **dangerous** and can put their data — and your brand reputation — at risk.

claire's

In June 2020, Claire's suffered a major data breach when an unauthorized 3rd party accessed customer account information.

In fact, many brands aren't even aware of which 3rd parties are running on checkout. Here are some other interesting facts found from the 2020 Retail Systems Research Report:



89% of surveyed consumers reported being concerned that 3rd party tech could steal their personal information.



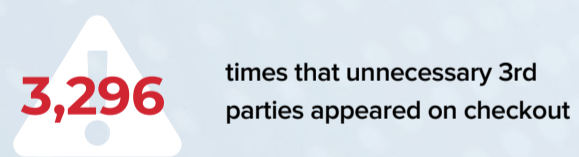
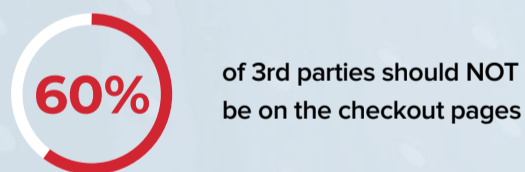
Mobile eCommerce sites averaged 27 3rd parties on checkout — WAY too many.

Which 3rd parties are OK to be on checkout vs. not?

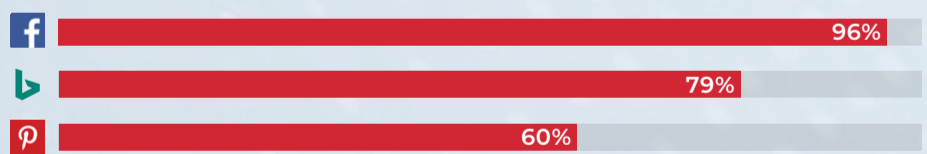
The chart below is a guide to which categories of 3rd parties are generally alright to have on checkout pages and which ones are not recommended:

NO	Ad Tech Commerce Search Customer Reviews	Influencer Marketing Malware Maps	Marketing Automation Marketing Tech Personalization	Social Marketing Social Media Video
YES	A/B Testing Accessibility Analytics APM Chat Client-side Security	CMS Customer Service Development Testing Error Monitoring Font Management	Identity Management Image Hosting Log Management Logos Mobification	Payment Processing Rum Analytics Security Badge Security Certificate Tag Management

From the 2020 3rd Party Technology Index, where over 500 3rd parties were analyzed and ranked on their impact on site performance, here is an example of what we found regarding specific 3rd parties running on checkout across 1,500 eCommerce sites.



These unnecessary 3rd parties were on checkout on over 60% of sites:



— If you are one of the many sites to have one of these 3rd parties running on checkout, remove them immediately. Not only are you slowing down your site, but you are putting your customers' data at risk.

How to control when and where your 3rd parties are running

- 1 Take a full inventory of your 3rd parties so you know what is running where, and how they're impacting site performance.
- 2 Utilize an eCommerce governance solution to control when and where services are allowed to execute, determine service restrictions, and stop unwanted services.
- 3 Secure site forms to ensure shopper data being entered at account setup or checkout is not compromised.



Learn how Yottaa's SERVICE CTRL can help you govern these services.