

Formal Notice: Preservation of Evidence

Date: [Insert Date]

To: [Recipient Name/Legal Department]

Company: [Company Name]

Address: [Insert Address]

RE: Preservation of Pixel Tracking, Cookies, and User Analytics Data

Dear [Recipient Name],

This letter serves as a formal notice to preserve all documents, data, and electronically stored information (ESI) related to the use of tracking pixels, web beacons, cookies, and user analytics tools on your website(s) and mobile application(s), specifically [Insert URL or App Name].

You are requested to immediately suspend any routine data deletion, overwriting, or automated "scrubbing" policies regarding the following categories of information:

- **Tracking Code:** Source code for all versions of pixels (e.g., Meta Pixel, Google Tag Manager, TikTok Pixel) deployed during the period of [Start Date] to [End Date].
- **Server Logs:** All HTTP request headers, IP addresses, user agent strings, and timestamps related to user interactions.
- **Event Data:** Records of specific user actions tracked (e.g., page views, clicks, form submissions, purchases).
- **Third-Party Analytics:** Reports and raw data exports from platforms such as Google Analytics, Adobe Analytics, or Mixpanel.
- **Cookie Data:** Records of first-party and third-party cookies placed on user devices.
- **Communication:** Internal and external emails, Slack messages, or memos regarding the implementation and purpose of these tracking tools.
- **Consent Records:** Logs showing user interaction with cookie banners or privacy consent forms.

This preservation request applies to all data stored on your local servers, cloud-based storage, and any data held by third-party service providers on your behalf.

Failure to maintain this evidence may result in legal sanctions for spoliation of evidence. Please acknowledge receipt of this letter and confirm that the necessary litigation hold has been placed on the requested materials.

Sincerely,

[Your Name/Law Firm Name]

[Your Title]

[Your Contact Information]