

## **Mutual Federal's Use of Heat Mapping and Session Recording**

Heat Mapping services are used to display the areas of a page where Users most frequently move the mouse or click. This shows where the points of interest are. These services make it possible to monitor and analyze web traffic and keep track of User behavior. Some of these services may record sessions and make them available for later visual playback.

Mouseflow is a session recording and heat mapping service that collects information about the browser (type, version, screen size, etc.), basic information about the user (IP address, language, time zone), and data containing mouse movements, clicks, scroll events. No personal data is ever sent or shared between websites. This website uses Mouseflow, a third-party analytics tool, to track page content and click/touch, movement, and scroll activity. You can opt-out at <http://mouseflow.com/opt-out>.