Stoodi

Recommended by:
Brazil: São Paolo

Developer’s Description:
[translation] “Stoodi is the only platform that organizes your daily life and tells you exactly what to study until ENEM. We help you maintain a study routine. We provide video lessons, exercises and summaries in the most organized way for every moment of your study journey.”

Information

Type: App, Website

Apparently designed for children? Yes

Developer: Stoodi Ensino e Formação à Distancia SA

Analyzer by Human Rights Watch

Version: v. 2.2.3

Release date: February 19, 2021

Estimated users: 1,000,000+

URL at the time of analysis:
Link 1, Link 2

Was there a publicly available privacy policy at the time of analysis? Yes. Link

Website Analysis

This website collected and sent the following data about users to third-party companies:

To track the user
24 ad trackers sent data about users to third-party companies

3 ad trackers sent users’ data to Google through the domains google-analytics.com, doubleclick.net, googleadservices.com, googleetagmanager.com, youtube.com
2 ad trackers sent users’ data to Facebook through the domains facebook.com, facebook.net
2 ad trackers sent users’ data to Mixpanel through the domains mixpanel.com, mxpnl.com
2 ad trackers sent users’ data to Datadog through the domains datadoghq-browser-agent.com, datadoghq.com
1 ad tracker sent users’ data to Microsoft through the domain bing.com
1 ad tracker sent users’ data to Crazy Egg through the domain crazyegg.com
1 ad tracker sent users’ data to Cloudflare through the domain cloudflareinsights.com
1 ad tracker sent users’ data to Hotjar through the domain hotjar.com
1 ad tracker sent users’ data to The Nielsen Company through the domain exelator.com
1 ad tracker sent users’ data to Optomaton UG (haftungsbeschränkt) through the domain volvelle.tech
1 ad tracker sent users’ data to RudderLabs through the domain rudderlabs.com
1 ad tracker sent users’ data to Sales Analytics through the domain salesanalytics.io
1 ad tracker sent users’ data to OMGuk through the domain omguk.com
1 ad tracker sent users’ data to RTB123 through the domain rtb123.com
1 ad tracker sent users’ data to Awin through the domain awin1.com
1 ad tracker sent users’ data to Kenshoo TLD through the domain xg4ken.com
1 ad tracker sent users’ data to Ve Global through the domain veinteractive.com

To watch and record the user

This site used session recording to record what users did on this website, including clicks and mouse movements around the page, and sent the recording to Hotjar through the domains script.hotjar.com, static.hotjar.com

To capture what users type, before they hit send

This site used key logging to capture text typed by users, before they hit send, and sent it to Ve Global through the domain veinteractive.com*, and to Stoodi through stoodi.com.br.


2 As verified by Google Play Store installs globally, as of October 2021.

3 A technical analysis does not definitively determine the intent of any particular tracking technology, or how the collected data is used. For example, an EdTech product can include third-party tracking code that collects information that may be useful to monitor the product’s performance and stability. The same data collected by the same third-party code may also be used for advertising or other marketing purposes.

4 When contacted for comment, Ve Global acknowledged that Stoodi was a former client, and confirmed that Stoodi still had Ve Global’s active tracking tags embedded on its website. Ve Global confirmed that it had subsequently disabled the content of the tag. This renders the tracker unusable for Stoodi to continue sending user data to Ve Global.
To find out who the user is
Canvas fingerprinting was not detected on this site.

To track the user across the internet | 21 third-party cookies were found on this site that tracked users across the internet

15 cookies sent users' data to Pipefy through the domains pipefy.com, app.pipefy.com
3 cookies sent users' data to Google through the domains doubleclick.net, youtube.com
2 cookies sent users' data to Microsoft through the domains bing.com, bat.bing.com
1 cookie sent users' data to Ve Global through the domain veinteractive.com

This website collected and sent users' data through these tracking technologies:

Facebook Pixel5 | was detected on this site sending data about users to Facebook. This allows this website to later target its users with ads on Facebook and Instagram. Facebook can also retain and use this data for its own advertising purposes.

Google Analytics' 'remarketing audiences' | was detected on this site sending data about users to Google. This allows this website to target its users with ads across the internet.

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5 Facebook rebranded itself to Meta in October 2021. This privacy profile refers to Facebook as both the platform and the parent company, for consistency across the timeline of Human Rights Watch’s investigation.
As noted in the report, this type of analysis observes whether the code is capable of collecting specific types of personal data, but not whether it is being collected, or how it is being used. Put another way, an app may not use all of the programmed functionalities of which it is capable.

Android labels permissions as “dangerous” when granting that permission to an app can “potentially affect the user’s privacy or the device’s normal operation,” because the app “wants data or resources that involve the user’s private information, or could potentially affect the user’s stored data or the operation of other apps.” Human Rights Watch also notes that the use of “dangerous” permissions to access sensitive data is not inherently unsafe, but poses risks to users' privacy if there are no safeguards that protect against the abuse of such access by the host app or its embedded third-party SDKs. See: Android Developers, “Permissions overview,” May 7, 2020, https://web.archive.org/web/20200712090715/https://developer.android.com/guide/topics/permissions/overview (accessed April 24, 2022).

Human Rights Watch does not conclusively determine whether, or how, any given SDK is used by a specific app, and notes that some SDKs may provide multiple capabilities in addition to advertising.