

Datadog and DigitalOcean run a script that tries to put your name on your visit

Installmap, 2026-10-02

On 2 October 2026 the homepages of Datadog, DigitalOcean and Podium loaded Vector, Flock Safety and Illumio loaded Warmly, Abnormal Security and Verkada loaded RB2B, and Vice loaded Retention.com, all vendors that sell identification of individual visitors; Docker loaded Vector on 4 September and no longer does.

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Most B2B sites run some kind of company lookup: your IP address comes in, a vendor guesses the employer, and a sales rep sees "someone from Acme read the pricing page".

A newer group of vendors goes one step further and tries to name the person. We expected to find them on small startup sites, and we did: 5.7% of Y Combinator homepages load one. We did not expect them on the homepages of Datadog and DigitalOcean, which sell to developers, or of three security companies.

Who loads what

Source: Installmap render of company homepages, 2 October 2026

We loaded each homepage in a headless browser from a US address on 2 October 2026 and recorded every script the page pulled in.

Company	Person-level script	Other identification scripts	What the person-level vendor says it does
Datadog	Vector	Bombora, Common Room, Demandbase, Influ2	sells "contact-level" visitor data; a customer quote on its site says it let them trace "the whole journey of the person who converted"
Flock Safety	Warmly	6sense, Qualified, Unify	"de-anonymizes website visitors at the person level"
Abnormal Security	RB2B	6sense, Qualified, ZoomInfo WebSights	"the names, LinkedIn profiles, and email addresses of real people on your site"
Illumio	Warmly	6sense, ZoomInfo WebSights	"de-anonymizes website visitors at the person level"
Verkada	RB2B	Apollo, ZoomInfo WebSights	"the names, LinkedIn profiles, and email addresses of real people on your site"
Podium	Vector	Unify	sells "contact-level" visitor data; a customer quote on its site says it let them trace "the whole journey of the person who converted"

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DigitalOcean	Vector	-	sells "contact-level" visitor data; a customer quote on its site says it let them trace "the whole journey of the person who converted"
Vice	Retention.com	-	turns anonymous traffic into "person-level data"

The vendor descriptions are quoted from each vendor's own homepage on 2 October. We did not test what any of these companies actually receive, and a script on the page does not tell us whether the person-level feature is switched on in their account. It tells us the code that does it is loaded.

Datadog stacks the most: Vector for the person, plus four more identification vendors, Demandbase, Bombora, Common Room and Influs2. No other homepage in this set loaded more than four.

Two security companies

Abnormal Security sells email security. Verkada sells security cameras and access control. Both load RB2B, the vendor whose pitch is the most direct about it: names, LinkedIn profiles and email addresses, US visitors only.

Verkada's RB2B tag has been there every time we looked: 4 September, 27 September and 2 October, with the same account key each time. Illumio, a security company too, loads Warmly next to 6sense and ZoomInfo WebSights.

One company took it off

Docker's homepage loaded Vector on 4 September. On 2 October it did not. We don't know why. It is the only company in this list where the script went away.

How we checked

Each homepage was fetched with JavaScript rendering through ScrapingBee from a US IP, the same way we render pages for every Installmap group. A site counts when its rendered page requests the vendor's script host (cdn.vector.co, opps-widget.getwarmly.com, RB2B's b2bjsstore loader) or contains Retention.com's loader call. We only checked homepages; a site can load these scripts on other pages, or load them only after a consent click, which our browser never gives. The companies here are the large names we came across while rendering the Tranco top 10,000 sites and our SaaS list; it is not a count of everyone who does this.

The table as a CSV, with the evidence string for each detection, is linked below.

Source

<https://installmap.com/research/datadog-and-digitalocean-run-a-script-that-tries-to-put-your-name-on-your-visit>

Dataset: name-lookup-scripts-2026-10-02.csv

Denominators

Group	Domains scored	On the list
Tranco top 10,000	1,572	10,000
SaaS companies	8,173	55,839
Y Combinator companies	5,386	6,133