

October 8, 2026

To Whom It May Concern at Microsoft Advertising:

The Citizen Lab, an interdisciplinary laboratory based at the Munk School of Global Affairs & Public Policy, University of Toronto, is currently researching the Israeli advertising company Discover-Tech Ltd.

Background

We found that Discover-Tech Ltd. facilitates the delivery of mercenary spyware via targeted advertisements. Our research establishes that Discover-Tech operates a platform called Controlium that enables multiple mercenary spyware partners to de-anonymize, fingerprint, and automatically infect devices the moment an advertisement is rendered.

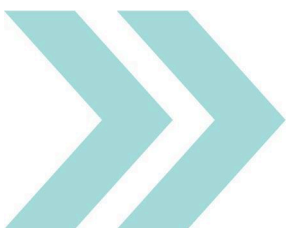
Mercenary spyware refers to surveillance products that are developed by private companies and sold to governments for the purpose of undertaking surveillance operations by deploying spyware on the devices of victims.

We found that Discover-Tech Ltd. delivers both malicious and benign ads via several advertising vendors including Google, Yandex, FreeWheel, Eskimi, Liftoff, and Sunteng. We also found that Discover-Tech Ltd. works closely with mercenary hacking company Candiru.

Research findings with respect to Microsoft Advertising

Specifically, with respect to your company, our research confirms the following:

- Discover-Tech Ltd., via its log.tracookiepixel[.]xyz domain, exchanged user identifiers and engaged in ID syncing with Microsoft Advertising's ib.adnxs.com domain, according to browser testing and records [archived](#) on the web investigation platform urlscan.
- The source code of Discover-Tech Ltd.'s "tracking pixel", also [archived](#) on urlscan, shows how the company retrieves user identifiers from Microsoft Advertising, formerly known as Xandr.
- We found deployments of the "tracking pixel" predominantly on websites associated with Discover-Tech Ltd., including on the site myipinfo[.]io. Discover-Tech Ltd. delivered millions of ads, which led targets to this site by clicking the ad.



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- Discover-Tech Ltd.'s campaign management system provides an extra "add on" option to "detect" the Microsoft Advertising / Xandr user identifier, according to source code reviewed by us.
- We are unsure how exactly Discover-Tech Ltd. utilized Microsoft Advertising's user identifiers and ID syncing with your company.

Request for further information

In addition to seeking a response on our findings described above, we also ask that you confirm:

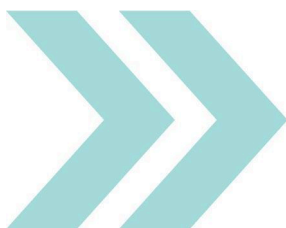
- Do you have data that helps explain how Discover-Tech Ltd. utilized Microsoft Advertising's user identifiers and ID syncing?
- Is Discover-Tech Ltd. or a company associated with it a customer or partner of Microsoft Advertising? If yes, what is or was the nature of this business relationship, since when did it exist, and how does Microsoft Advertising screen its customers and partners? If no, how was Discover-Tech Ltd. able to interface with your systems and data?
- What is the current scope and scale of the identity graph maintained by Microsoft Advertising's systems that were formerly known as Xandr? Which types of identifiers are included, and how many of each type?
- How will Microsoft Advertising act upon our findings?

We plan to publish a report reflecting our research. Provided we receive your response by 10 am ET on October 13, 2026, we will publish any response you provide us in full along with our research report. All correspondence with your company will be considered public and included with the final research report.

Sincerely,



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