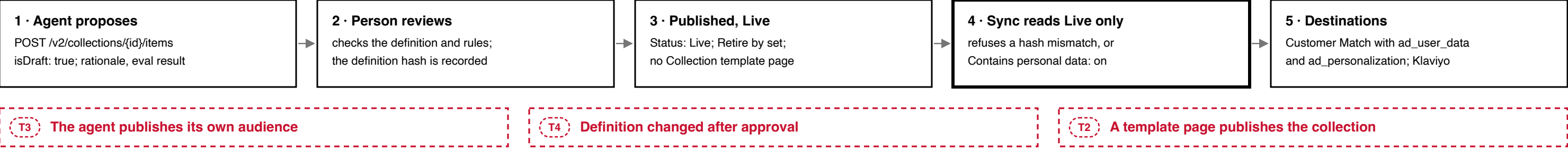


AUDIENCE TARGETS IN A CMS — DEFINITIONS, NOT MEMBERS

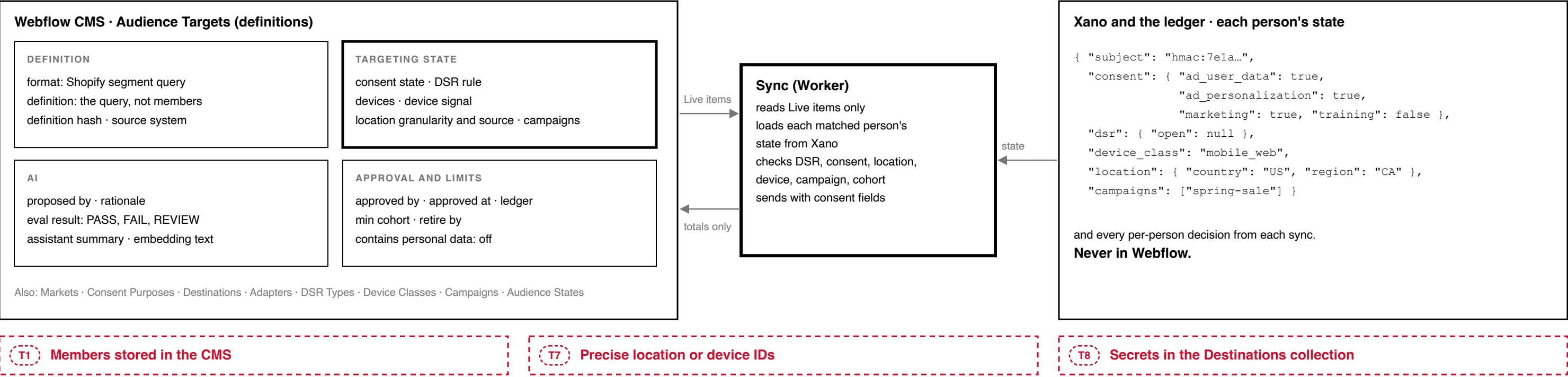
the CMS holds the query and the rules; Xano holds the people; the sync joins them and writes back totals only

Red dashed = a security gap.

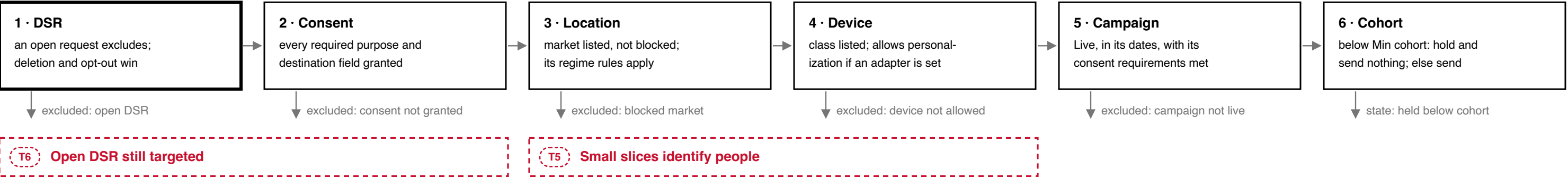
LIFECYCLE — THE AGENT PROPOSES, A PERSON PUBLISHES



WHERE EACH PIECE LIVES



SYNC ORDER FOR EACH MATCHED PERSON — THE FIRST FAILURE STOPS



AUDIENCE STATES — WHAT COMES BACK TO WEBFLOW (EXAMPLE: MIN COHORT 50)

SLICE	STATE	MATCHED	OPEN DSR	NO CONSENT	BLOCKED MARKET	DEVICE	SENT	COVERAGE
spring-sale · US · mobile_web	Synced	4,210	12	1,380	0	0	2,818	67%
spring-sale · KR · mobile_web	Blocked by market	910	empty	empty	910	empty	0	empty
spring-sale · UK · ctv	Held below cohort	empty	empty	empty	empty	empty	0	empty

Below Min cohort every count is left empty; small counts sliced by device, market and campaign can identify a person (C2).

EIGHT GAPS — AND THE FIX FOR EACH

- T1Members stored in the CMS

Fix: Definitions only; Contains personal data must be off, or the sync refuses the item
- T2A template page publishes the collection

Fix: Don't bind it to a Collection template page; every field on one is public
- T3The agent publishes its own audience

Fix: Agents create drafts only; a person reviews and publishes
- T4Definition changed after approval

Fix: A definition hash recorded at approval; a mismatch blocks the sync
- T5Small slices identify people

Fix: Counts below Min cohort left empty in every snapshot
- T6Open DSR still targeted

Fix: DSR checked first, before consent, on every sync
- T7Precise location or device IDs

Fix: Country or region and a device class only
- T8Secrets in the Destinations collection

Fix: Store the secret's name; the secret lives in Cloudflare or Xano

The CMS holds the query and the rules. Xano holds the people. Only totals come back.