

Google Analytics

	Service use brings significant risks related to information ownership, privacy or security. (Read more)
	The service is produced entirely or partly outside EU/ETA area. The customer is responsible for fulfillment of European data privacy and information security requirements. (Read more)

Google Analytics

<http://www.google.com/analytics/>

Google Analytics is a service that generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales. Google Analytics can provide the user with reports at regular intervals. Service is put into operation by signing up to a Google account and setting a tracking code to the website.

The basic service is free of charge.

Terms of Service & Privacy Policy

- <http://www.google.com/intl/en/policies/privacy/>
- <http://www.google.com/analytics/terms/gb.html>
- Applicable law: California, USA

Evaluation (10 December 2018)

Google Analytics provides the user with information on e.g. how often people visit certain pages of the site, how much time they spend on the site and how they arrived to the site. In addition to the basic free of charge version, there is a premium version available for a fee. There is a 2-step verification available to Google accounts.

Google collects vast amounts of information of the users which it uses to tailor advertising to single specific users. The collected information includes device information, log information, location information, unique application numbers, local storage and cookies. With the use of cookies, Google also tracks users on other websites. Google may combine personal information from one service with information from other Google services. A user may block cookies but all services might not function properly without cookies.

Google shares personal information with third parties outside Google 1) with user's consent, 2) to domain administrators in circumstances when the user's Google Account is managed by a domain administrator 3) for external processing, 4) for legal reasons.

Google and its wholly owned subsidiaries may retain and use, subject to the terms of its own privacy policy information collected in the use of the service. Google will not share the user's customer data with any third parties unless Google (i) has the user's consent; (ii) it is required by law or is necessary to protect the rights, property or safety of Google, its users or the public; or (iii) provides customer data in certain limited circumstances to third parties to carry out tasks on Google's behalf with strict restrictions that prevent the data from being used or shared except as directed by Google.

Users will be notified of significant changes in the privacy policy.

- + Terms of use differ from the general Google terms of use for consumers
- + 2-step verification available
- + Users will receive a notice should there be significant changes to the privacy policy

+ / - Google reserves the right to use information regarding the user and use of the service (excluding customer data) under the terms of privacy policy of its own.

- Changes considering terms of services are informed only at Google Analytics' site
- Google collects vast amount of information of the users
- Google may combine personal data from one service with information from other Google services

Login

- Google Account

Info on Privacy Shield (EU & USA)

- <https://support.google.com/analytics/answer/7105316?hl=en>

Support

- <https://support.google.com/analytics/?hl=fi>

Provider

- Google Inc

Similar services

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