



Guidelines for Hamburg-based website operators using Google Analytics

(Version: September 2011)

In response to the requirements imposed by the data protection authorities, Google has made various changes to its Google Analytics product. On the one hand, these changes relate to the internal processing procedures within Google, as well as the possible influence that can be exerted at browser level by visitors to websites using Google Analytics.

On the other hand, certain requirements are in place for website operators themselves.

To use Google Analytics in a compliant way, you as the website operator must implement the following measures as a minimum:

1. You must conclude (in writing) the **data processing agreement** prepared by Google. This agreement can be found at "<http://www.google.de/intl/de/analytics/tos.pdf>". It should be noted here that, despite the pre-formulated contract text (which has also been agreed with the data protection authorities), you are the formal customer, and Google is merely acting in accordance with your instructions with regard to the processing of personal data. The processing of personal data on your behalf includes certain **control obligations** on your part, with which Google will support you by providing appropriate proof.
2. In your **privacy policy**, you must inform the users of your website that personal data will be processed using Google Analytics. Furthermore, you must make them aware of their **opportunity to object** to their personal data being collected using Google Analytics, and also provide them with the link to the appropriate page ("<http://tools.google.com/dlpage/gaoptout?hl=de>") where possible.

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Our public PGP key is available online (Fingerprint: 53D9 64DE 6DAD 452A 3796 B5F9 1B5C EB0E).

3. **You must use appropriate** settings in the Google Analytics program code to instruct Google to shorten IP addresses. For **each web page** that incorporates Google Analytics, the "_anonymizeIp()" function must therefore be added to the tracking code. Further information can be found in Google's technical instructions at "http://code.google.com/intl/de/apis/analytics/docs/gaJS/gaJSApi_gat.html#_gat._anonymizeIp".
4. If you have already integrated Google Analytics into your web pages, it must be assumed that data has been collected unlawfully. This **old data must be deleted**. As far as we are aware, the only way to do this is to delete the old Google Analytics profile and subsequently open a new one. Please note that this may result in you receiving a different tracking code or web property ID (UA-XXXXX-YY), meaning that you will have to update your web pages accordingly.

You are expressly made aware that these requirements reflect the applicable legislation as it stands in September 2011. Other requirements may be imposed in future, especially in relation to the so-called "Cookie Law" [amendment of Directive 2002/58/EC (Privacy and Electronic Communications) by Directive 2009/136/EC].