

GDPR COMPLIANCE

RESOURCES



ARTICLES

Make sure to check out our latest articles on Google Analytics and GDPR.

1. How to Prepare Your Google Analytics Account for GDPR

[GO TO ARTICLE](#)

Learn about the new and existing features we can use in Google Analytics to get ready for GDPR compliance.

2. Change Your Google Analytics Data Retention Setting, Or Lose Your Advanced Segments

[GO TO ARTICLE](#)

Google recently introduced data retention controls. This setting allows you to purge your Google Analytics user data. But the default data retention setting could eliminate most of your advanced Google Analytics features. You need to change your setting before May 25th, 2018 to keep your advanced features intact.

3. GDPR Compliance with Google Analytics – Do You Need Cookie Consent?

[GO TO ARTICLE](#)

A further look at how data retention impacts GDPR compliance. And our current analysis of if and when you need to obtain tracking consent.

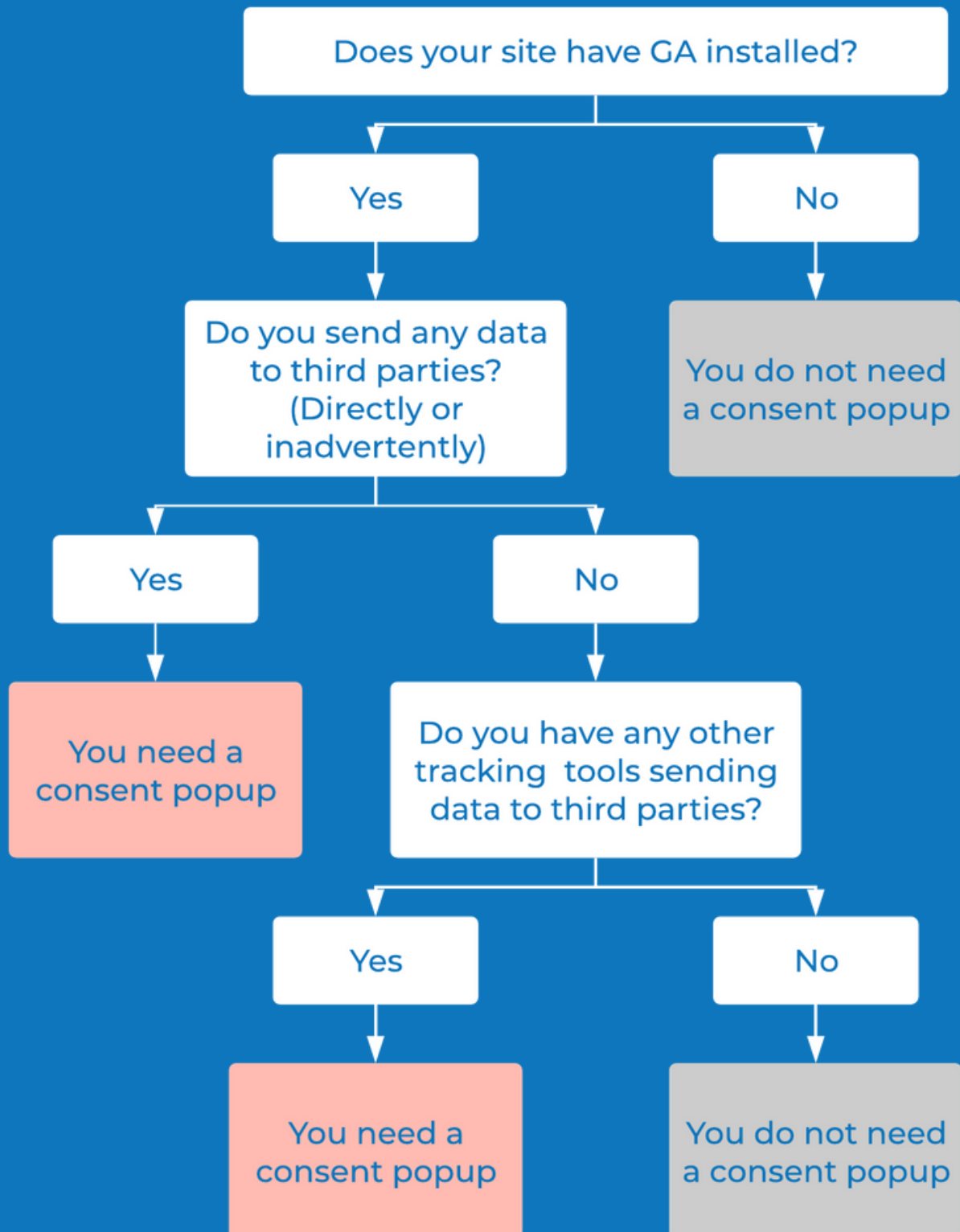
4. GDPR, IP Addresses, and Personal Data in Google Analytics

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GDPR will have a significant impact on how we track personal data in Google Analytics. You can limit your risk of GDPR violations by anonymizing personal data, like user IP addresses. In this post, we'll look at how to anonymize user IP addresses. And we'll evaluate how anonymizing IPs affects your analytics data.

GOOGLE ANALYTICS GDPR COOKIE CONSENT FLOWCHART

Use this flowchart to figure out when, and if, you need to be using a cookie consent pop-up.



GOOGLE ANALYTICS SEGMENTS

Grab these links to our GDPR segment and use them in your Google Analytics account. The segments will show how much of your website traffic is potentially affected by GDPR.

[GOOGLE ANALYTICS GDPR
USERS SEGMENT](#)

[GOOGLE ANALYTICS GDPR
NON-USERS SEGMENT](#)



PRELIMINARY STEPS FOR GDPR COMPLIANCE

These are things we will do to try to minimize any GDPR compliance violations. These plans are 100% subject to change, we are still learning along with everyone else.

Minimize the number of third-party embeds that share data without consent

If you want to be GDPR compliant, it's important to audit the software on your website. You want to determine if you have plugins that are siphoning off your data without your consent. And if you do, you may want to remove those plugins.

Update your privacy policy, as needed, and make this policy more prominent on your site

Look at moving your privacy policy to a more prominent area on your website, like the main navigation menu.

Research cookie consent solutions that allow geo-fencing

Geo-fencing may enable you to limit your cookie consent display to website visitors from GDPR countries.

Comply the best you can using the available systems and resources

Learn as much about GDPR as you can. And attempt to make sure the business systems you rely on are GDPR compliant.

Continue to understand the implications of GDPR, and share your knowledge with the Analytics community

We are all on time crunch to learn how GDPR compliance affects our business decisions. We can often learn much more as a community than we can as individuals.