Google Analytics 360: Security and Privacy

Google classifies Google Analytics 360 data as confidential information, governed by Google's privacy policies. Provisions most relevant to Analytics 360 are included in this document.

Security

Policy enforcement

Google audits compliance with its own privacy policies which may be read here: google.com/policies/privacy.

No data-sharing without consent

Analytics 360 data may not be shared without consent, except under certain limited circumstances, such as when required by law.

Ongoing investment in security

Security-dedicated engineering teams at Google guard against external threats to data. Internal access to data (e.g., by employees) are strictly regulated and subject to the Employee Access Controls and Procedures, which include:

- All account data is confidential and subject to the confidentiality provisions of Google's Privacy Policy.
- Access to customer-level account data may be granted on a strict need-only basis to employees who require the specific access to perform their jobs. Employees requesting access must explain why they need the access, demonstrate familiarity with the access policy and agree to its terms and conditions, and receive approval before they can access the data.
- Customer Service Representatives and support personnel may not access customer-level data without explicit permission from the customer.
- When accessing customer data, employees will restrict activity to those reports they need to complete their official duties.
- Employees may not access data using any network-enabled device not owned or approved by Google.

ISO 27001 certified

Earned the industry-standard independent security certification.

Privacy

Analytics 360 protects your website tracking transactions with Secure Socket Layer (SSL) technology and your visitors' information is secure, too. Google does not collect or store any personally identifiable information (PII), including encrypted email addresses. We adhere to the policies stated in the Google Privacy Policy.

Site administrators can set up IP masking using the _gat._anonymizeIp() method. This will remove the last octet of the visitor's IP address prior to its use and storage.

Users can install the Google Analytics Opt-Out Browser Add-On and choose not to send information about their website visit to Google Analytics. Alternatively or in addition, site administrators may build their own controls.

Data is stored in an encoded format optimized for performance, rather than stored in a traditional file system or database manner. Data is dispersed across a number of physical and logical volumes for redundancy and expedient access, thereby obfuscating it from tampering.

In addition, Google Analytics-specific policies have been implemented to ensure the privacy of Analytics 360 data. Information furnished upon request.

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure, see, and improve the impact of your marketing across every screen, channel, and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Google Analytics 360 Suite, and as a result, make the most of every consumer connection.

For more information, visit g.co/360suite