

#08. Analytics, cookies, privacy



University of Bergamo
Master Course in Project and
Management of Tourism Systems
Academic Year 2021-2022
IT for Tourism Services

Your 5 Most Recent Posts

Reach: Organic / Paid Post Clicks Reactions

Published	Post	Type	Targeting	Reach	Engagement
08/26/2018 10:37 pm	August 27, 2018. Today is the first working day after the tragedy	Video	Global	269	13 6
08/13/2018 9:31 am	Cascina Santa Brera is a farm some ten kilometers south of	Image	Global	63	4 1
08/03/2018 11:12 am	Entrance free at the Gallerie d'Italia till Sunday, August 19.	Image	Global	84	7 1
06/30/2018 9:14 am	Partecipa a The Feeling of Summer!	Image	Global	24	0 1
06/29/2018 9:46 am	Gioca con Herma Poldi Pet	Image	Global		



image credits to cookiedelivery.com and דרכון פורטוגלי

What are we talking about this time?



image credit to דרכון פורטוגלי

1. Logfiles
2. Web Analytics
3. Google Analytics
4. Insights
5. Cookies
6. Privacy
7. GDPR

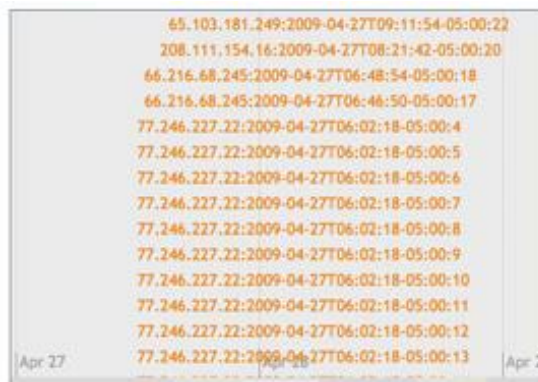
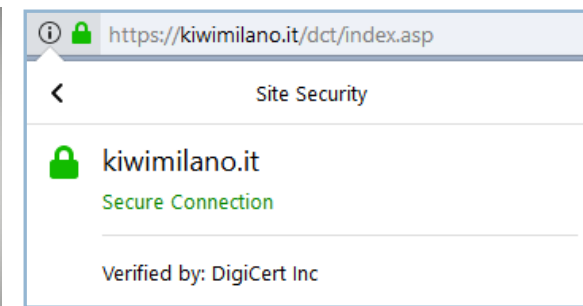


image credit to IBM



Google Analytics
Anywhere. Anytime.



Your 5 Most Recent Posts

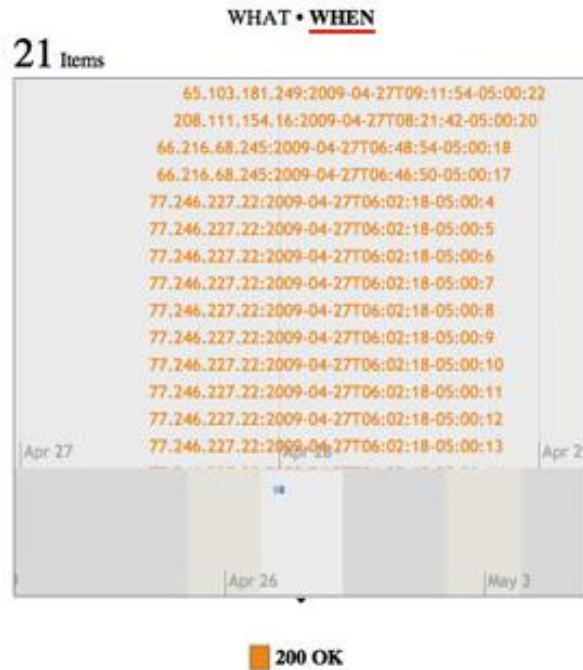
Reach: Organic / Paid Post Clicks Reactions, Comments

Published	Post	Type	Targeting	Reach	Engagement
08/26/2018 10:37 pm	August 27, 2018. Today is the first working day after the tragedy	Video	Global	269	13 Post Clicks 6 Reactions, Comments
08/13/2018 9:31 am	Cascina Santa Brera is a farm some ten kilometers south of	Image	Global	63	4 Post Clicks 1 Reactions, Comments
08/03/2018 11:12 am	[Post content]	Image	Global		7 Post Clicks 1 Reactions, Comments
06/30/2018 9:14 am	[Post content]	Image	Global		0 Post Clicks 1 Reactions, Comments
06/29/2018 9:46 am	[Post content]	Image	Global		1 Post Clicks 0 Reactions, Comments

image credit to cookie-delivery.com



Logfiles



Every time a personal computer or a smartphone connects with a web server – and a browser visualizes a web page – details of the connection are recorded.

They're recorded in files called **logfiles**, which store

- which machines connect
- which files are downloaded
- which browser performs the operations
- which webpages are visited
- when and how long each visit takes place.

All these details are **logged**, and can be read.

image credit to IBM

A logfile

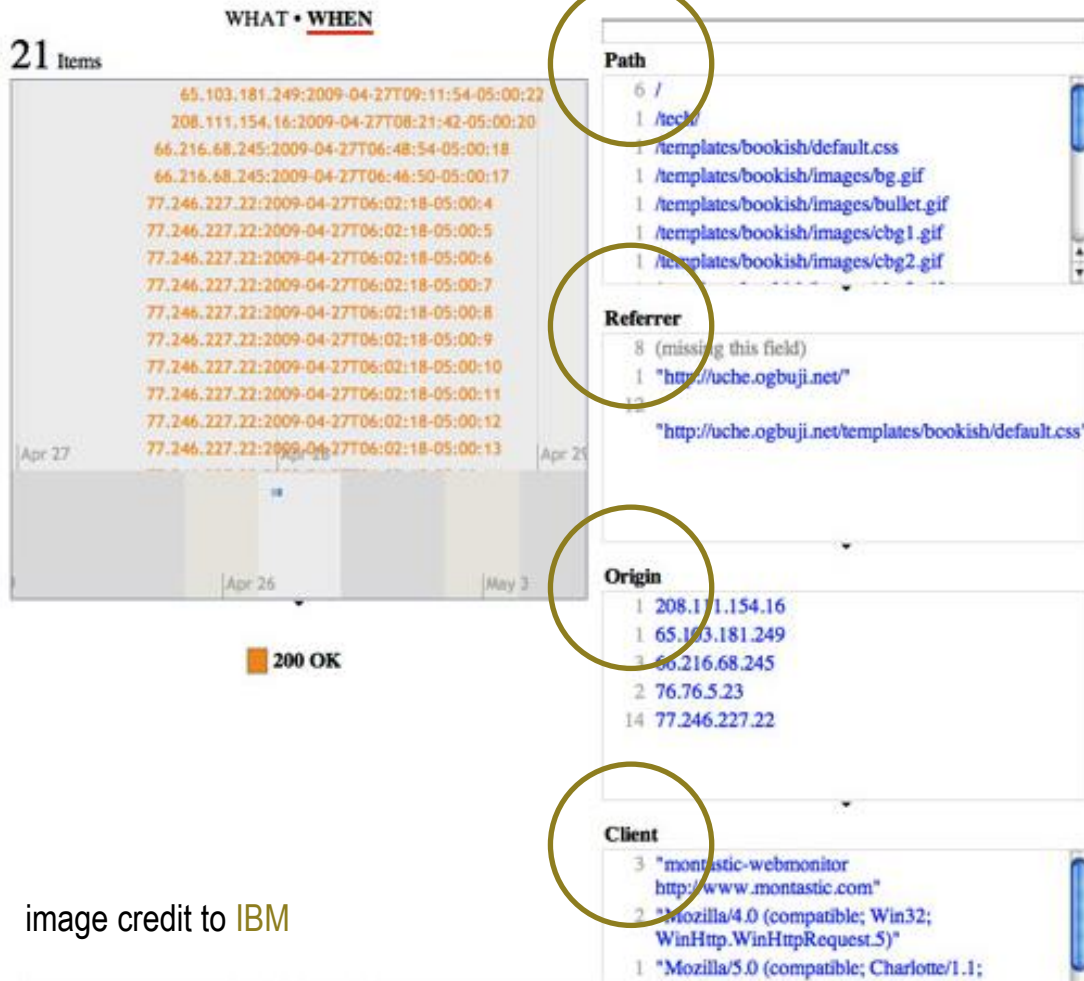


image credit to IBM

Let's consider a partial example.

- In this example the **Path** refers to the position of each downloaded file in the server's directory.
- The **Referrer** is the URL of the server.
- The **Origin** is the server itself, identified by its name/number.
- The **Client** is the **browser** performing the operations..., and so on.

Every detail is **logged**, and readable.

What's a log?



HMS *Carniff*

DATE *6th June 82*
 Day of week: *Sunday*
 Day of month: *6*
 Month: *June*
 Year: *1982*
 Zone Time kept at Noon: *Zulu*

Time	Log reading	Miles run per hour	Lat. (true) Long. (true)	Course in degrees	Tide	A. gys	B. gys	Ave. comp.	Variation in use	Barometer reading in millibars	Wind: Direction	Speed	Sea state	Visibility
0100	0847	90	2720 255	255	255					1019.2	290	11	2	98
0200	118.93	52	996 013	013	013					1009.0	345	8	1	98
0300	211.94	30	1106 270	270	270					1008.8	010	10	1	98
0400	222.51	30	1089 099	099	099					1008.6	012	10	1	98
0500	231.62	30	1174 255	255	255					1008.9	011	10	1	98
0600	241.82	60	1020 210	210	210					1008.0	000	16	1	98
0700	250.00	46	1118 320	320	320					1006.1	012	15	1	97
0800	250.7	46	1118 100	100	100					1006.1	016	13	1	71
0900	300.00	27	231 100	100	100					1006.5	029	16	2	97
1000	330.09	78	261 100	100	100					1006.4	015	15	2	97
1100	354.90	78	248 100	100	100					1007.2	020	16	2	98
1200	380.57	78	254 100	100	100					1007.2	345	18	1	98
1300	403.20	78	243 070	070	070					1007.4	010	15	1	98
1400	428.23	80	250 080	080	080					1007.3	000	16	1-2	98
1500	447.43	36	1140 090	090	090					1007.3	020	15	2	98
1600	459.39	28	1041 270	270	270					1007.3	050	15	2	98
1700	472.25	56	155 300	300	300					1007.7	037	26	2	98
1800	487.00	56	112 020	020	020					1007.1	025	25	2	97
1900	497.22	40	135 054	054	054					1007.4	025	25	2	97
2000	510.85	31	136 089	089	089					1007.4	045	22	2	96
2100	518.02	30	142 044	044	044					1007.0	031	25	2	95
2200	528.78	30	1076 109	109	109					1007.3	031	25	2	95
2300	542.44	28	1134 045	045	045					0999.2	045	23	2	95
2400	548.07	27	1134 045	045	045					0999.2	045	23	2	96

Notice for power:
 Fuel remaining at:
 (time) *0745 1830*
 (amount) *81% 73%*
 Draught:
 Time Forward Alt
 NBOD State:
 Time State
0007 2 MOD 2
0045 1 MOD 2
0715 2 MOD 2
 Berth, or anchor bearings:
 Ship's position:
 0400 { Lat. *51° 47' 25"*
 Long. *00° 02' 00"*
 1200 { Lat. *51° 15' 25"*
 Long. *00° 02' 49"*
 2000 { Lat. *51° 12' 11"*
 Long. *00° 20' 76"*
 Estimated distance run
 (midnight to midnight):
415 miles

image credit to wikimedia.org

In a broader sense, a **log** is a record of important events in the management, operation, and navigation of a **ship**.

Actually, you have **logs of every operation** your computer performs. You may not realize this, but in the digital world **everything is recorded**.

For instance, the following page in this presentation shows what **my Firefox browser recorded and stored** about the webpages I had just visited while preparing this presentation for you.

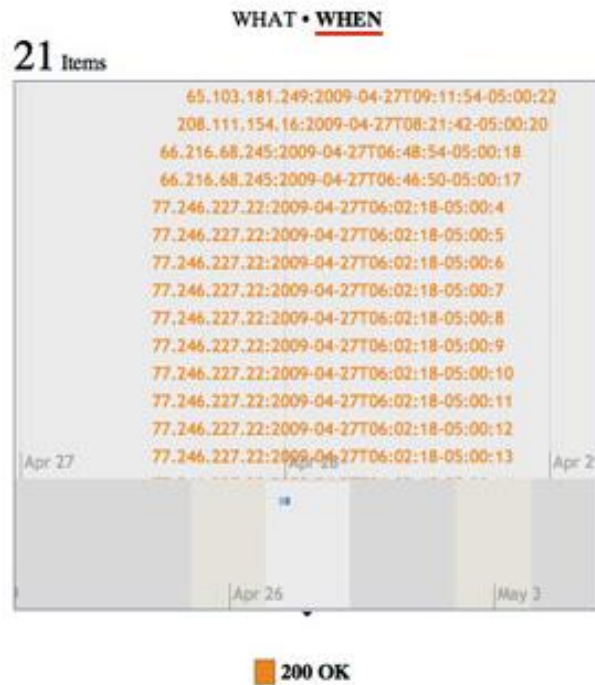
It's a portion of **my browser's log** on October 21, 2021.

My Firefox's log on October 21, 2021



	Name	Location	Most Recent Visit	Visit Count
History				
Today				
Yesterday				
Last 7 days				
This month				
September				
August				
July				
Downloads				
Tags				
All Bookmarks				
	Google Meet (noto in precedenza come Hangouts Meet) - Riunioni video senza costi	https://apps.google.com/meet/	21/10/2021, 15:55	3
	Google Rapporto sulla trasparenza	https://transparencyreport.google.com/?hl=it	18/10/2021, 21:08	1
	Google Safe Browsing - Cerca con Google	https://www.google.com/search?channel=nrow5&client=firefox-b-d&q=Go...	18/10/2021, 20:57	1
	Google Safe Browsing - Google Transparency Report	https://transparencyreport.google.com/safe-browsing/search?hl=en	18/10/2021, 22:48	3
	Google Transparency Report - Cerca con Google	https://www.google.com/search?channel=nrow5&client=firefox-b-d&q=Go...	18/10/2021, 21:07	1
	Grazie Report - Italia Destinazione Digitale	https://www.destinazione digitale.it/grazie-report/?submissionGuid=56d13061...	17/10/2021, 21:57	1
	Groups Facebook	https://www.facebook.com/groups/feed/	20/10/2021, 17:56	15
	Holiday Working nella natura: i luoghi top	https://www.visittrentino.info/it/articoli/lifestyle/smart-working-nella-natura	11/10/2021, 12:38	1
	Home	https://www.intesasanpaolo.com/ib/content/static/index_webapp.html#!par...	07/10/2021, 10:03	4
	Home	https://www.intesasanpaolo.com/ib/content/static/index_webapp.html#!ric...	07/10/2021, 10:04	4
	Home - Associazione Contemporary Locus ONLUS	http://contemporarylocus.it/	21/10/2021, 16:02	1
	Home - CGIL	http://www.cgil.it/	10/10/2021, 21:18	1
	Home - Cheese	https://cheese.slowfood.it/	20/10/2021, 11:15	1
	Home Dipartimento di Lingue, Letterature e Culture Straniere	https://dllcs.unibg.it/it	07/10/2021, 07:29	5
	Home www.birdiesync.com	https://www.birdiesync.com/	07/10/2021, 11:45	2
	Homepage - Fascicolo Sanitario Elettronico	https://www.fascicolosanitario.regione.lombardia.it/web/areaprivata/homepa...	19/10/2021, 21:29	14
	HomePage - Fascicolo Sanitario Elettronico	https://www.fascicolosanitario.regione.lombardia.it/	19/10/2021, 21:26	7
	Homepage area pubblica, Università di UNIBG	https://sportello.unibg.it/Home.do	04/10/2021, 19:50	21
	Hotel sulle Dolomiti in Trentino: le migliori offerte	https://www.visittrentino.info/it/dove-dormire/hotel-e-garni?randSeed=933&...	11/10/2021, 12:37	1
	Hotel sulle Dolomiti in Trentino: le migliori offerte	https://www.visittrentino.info/it/dove-dormire/hotel-e-garni	11/10/2021, 12:37	1
	Hotel sulle Dolomiti in Trentino: le migliori offerte	https://www.visittrentino.info/it/dove-dormire/hotel-e-garni?randSeed=933&...	11/10/2021, 12:37	1
	Hotel sulle Dolomiti in Trentino: le migliori offerte	https://www.visittrentino.info/it/dove-dormire/hotel-e-garni?randSeed=933&...	11/10/2021, 12:37	1
	HP PCs - Support for Windows 11 HP® Customer Support	https://support.hp.com/us-en/document/ish_4300937-4295746-16?openCLC...	13/10/2021, 09:44	1

Web analytics, or simply analytics



Logfiles are what **web analytics** is frequently based on.

Web analytics is the **measurement**, collection, analysis and reporting of **internet data** for purposes of **understanding** and **optimizing** web usage.

Web analytics provides information about the **number of visitors** to a website and the **number of page views**.

What's more, web analytics can be used as a tool for business research and market research.

Web analytics helps gauge **traffic and popularity trends** which is useful for market research.

image credit to IBM

Analytics through logfile analysis



We saw that web servers **record** their transactions in a logfile. A web manager can **read** her/his server's logfiles through **a program** (like Webalizer or Urchin) **which provides visual data**.

Two units of measure were introduced in the 1990s to gauge the amount of human **activity** on web servers.

These units were

- **page views** and
- **visits, or sessions**.



Metrics: Page Views and Visits



Let's see how the first units of measure in web analytics technologies were defined in the 1990s.

A **page view** was defined as a request made to the web server for a webpage.

A **visit** was defined as a sequence of requests from a uniquely identified client that expires after a certain amount of inactivity, usually 30 minutes.

Today's web analytics technologies, however, considers **more metrics** than simply the page views and the visits units of measure.



Metrics: Unique Visitors and Bounce Rate



- **Unique visitors.** The uniquely identified client generating requests on the web server (log analysis) or viewing pages (page tagging) within a defined time period (i.e. day, week or month).

A unique visitor counts once within the timescale.

A visitor can make multiple visits.

- **Bounce rate.** The percentage of visits where the visitor enters and exits at the same webpage without visiting any other pages on the website.

image credit to theafh.net



Metrics: Session Duration, Time On Page



- **Session duration.** Average amount of time that visitors spend on the site each time they visit.

Session duration can be complicated by the fact that analytics programs cannot measure the length of the final page view – unless they record a page close event, such as `onUnload()`.



- **Page view duration / time on page.** Average amount of time that visitors spend on each page of the site.

image credit to velocityadvisorygroup.com

Metrics: Active Time, Page Depth, etc.



- **Active time / engagement time.** Average amount of time that visitors spend actually interacting with content on a web page, based on mouse moves, clicks, hovers and scrolls.

Unlike session duration and page view duration / time on page, this metric can accurately measure the length of engagement in the final page view.

- **Page depth / page views per session.** Page depth is the average number of page views a visitor consumes before ending their session.

This metric is calculated by dividing total number of page views by total number of sessions and is also called page views per session or pv/session.

Google Analytics



Google Analytics is **one among many tools** collecting data on visits to websites. Still, it is widely recognized as a **most reliable and leading source** of information. Google Analytics is **a freemium service** offered by Google that generates detailed statistics about the visitors to a website.

Google Analytics is **the most widely used website statistics service**.

According to a reliable source, in August 2013 Google Analytics was used by **66.2% of the 10,000 most popular websites** ordered by popularity.

Google Analytics
Anywhere. Anytime.

A decorative orange line graph with circular markers, positioned at the bottom right of the slide. The line starts at a low point, dips, then rises to a peak, dips again, and finally rises to a higher peak.

Analytics through page tagging



Google Analytics **does not access any logfiles** on the relevant web server.

Rather, it's activated by the website's manager by adding a **Javascript tracking code** to the html source of **every page** the traffic of which is to be recorded.

Google Analytics is a web analytics technology based on **page tagging**.

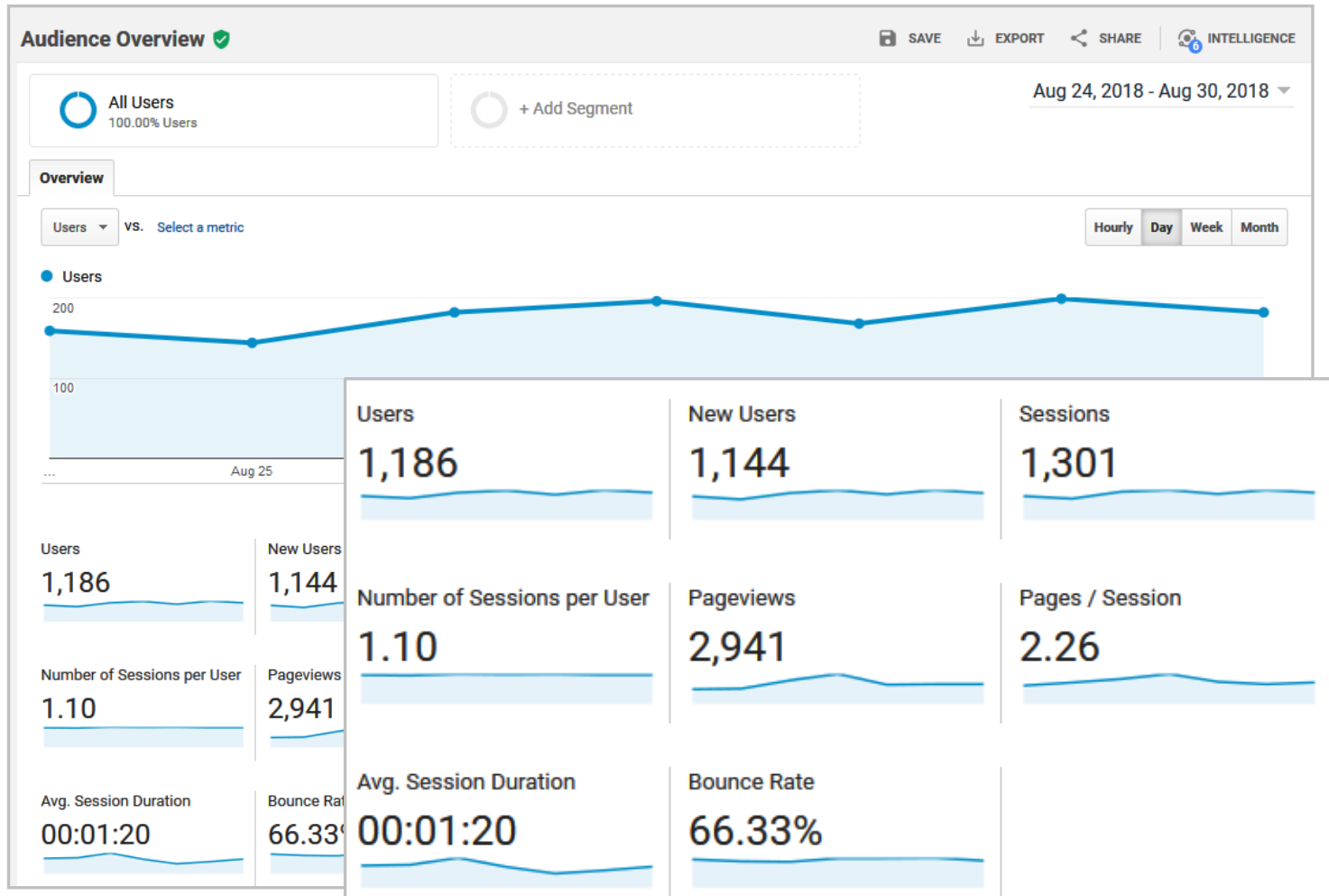
```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-XXXXX-X']);
_gaq.push(['_trackPageview']);

(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();

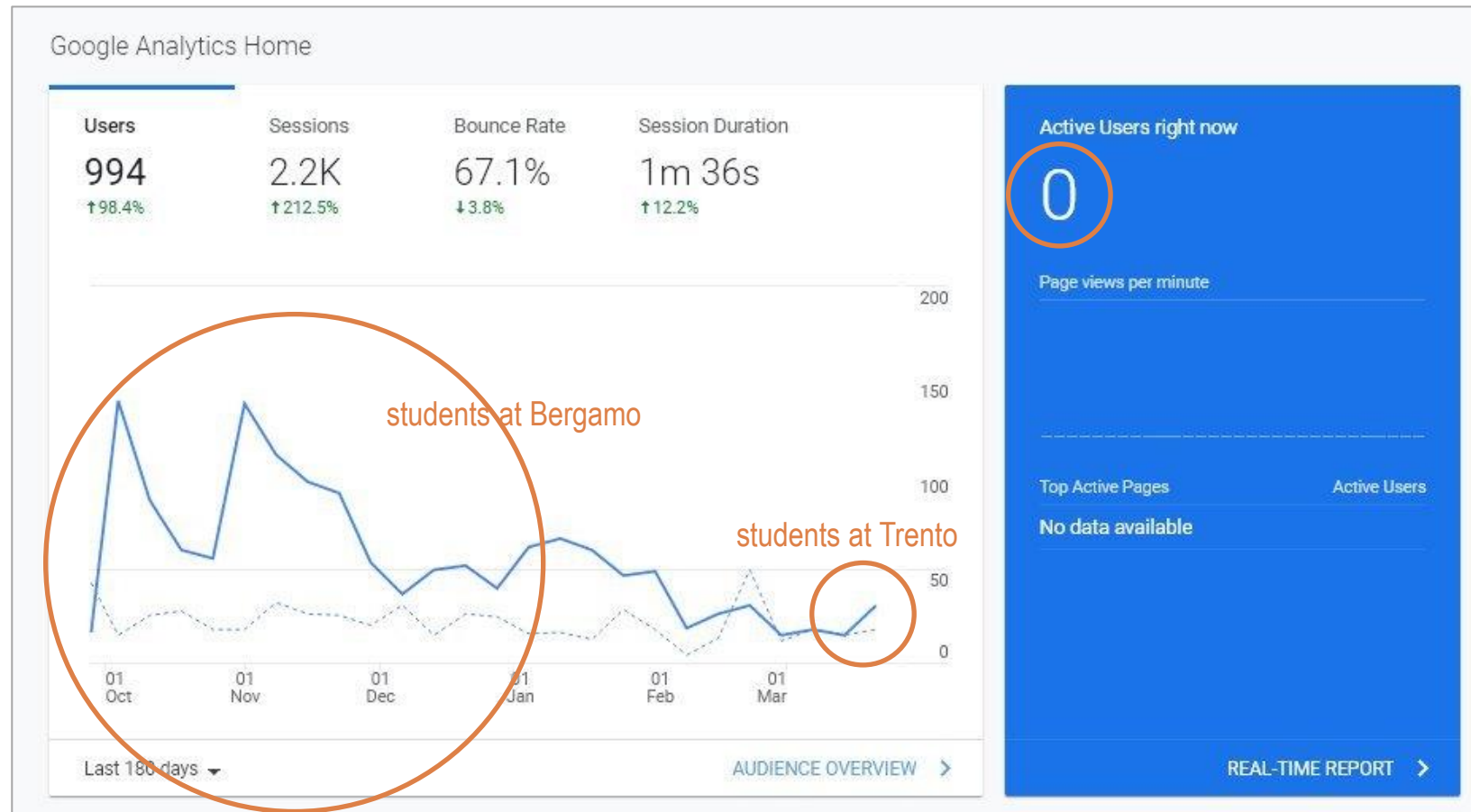
</script>
```

A Google Analytics dashboard



How does Google Analytics display data?
Please note that since April, 2014 Google Analytics has normalized its terminology.
Now, visits are named **sessions** and unique visitors are named **users**.

Another Google Analytics dashboard

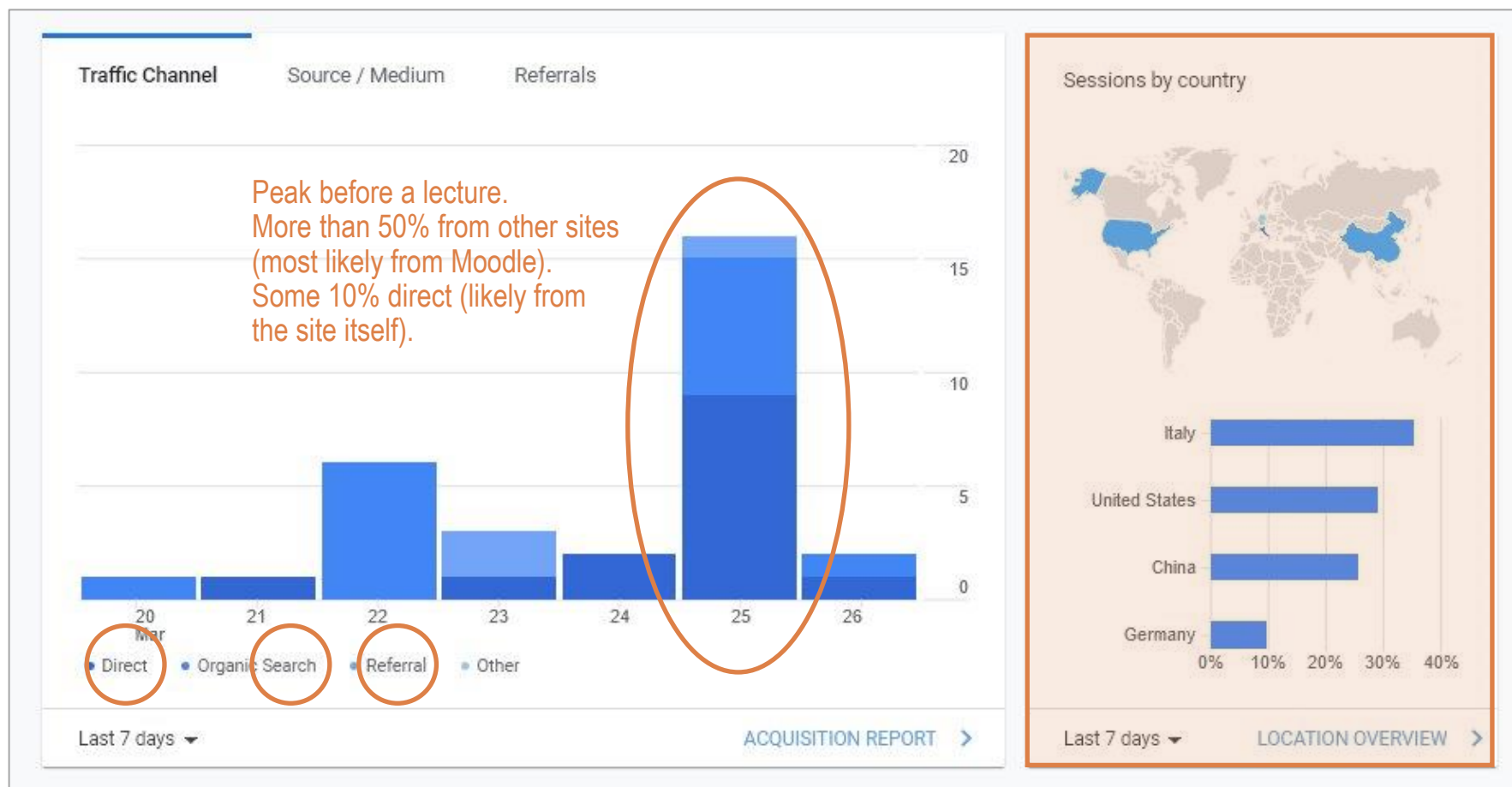


This was the situation of the website where your lecturer's material is available as retrieved on **Saturday, March 27, 2021, 11.28am**.

I could visualize data about **visits** by "my" students.

(None on Saturday, understandably!)

Yet another Google Analytics dashboard



How visits by students at Trento reached the site:

- **direct** links (from somewhere)
- **from search engines** (“organic” means not through advertisements) or
- **referral** (from other sites) and their **origins**.

Google Analytics on language and countries



Primary Dimension: Language

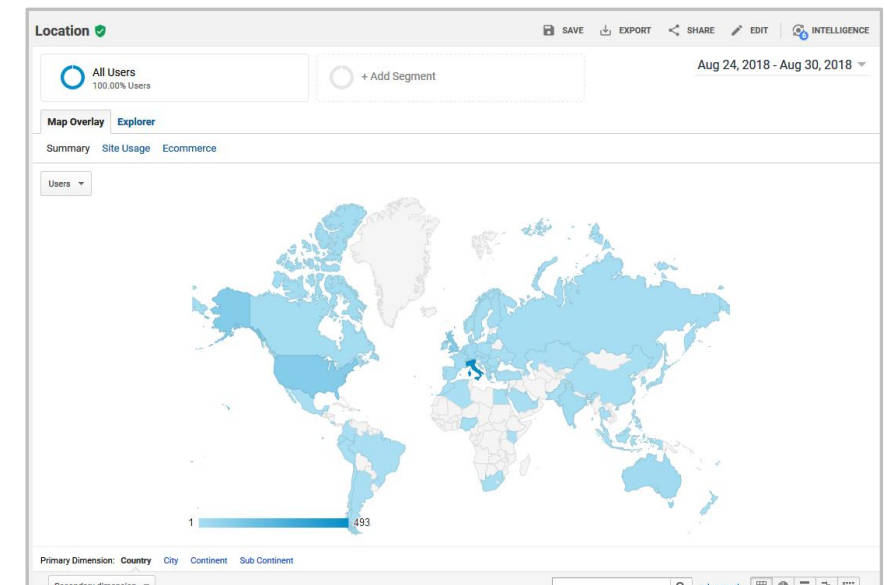
Plot Rows Secondary dimension Sort Type: Default

Language	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,186 % of Total: 100.00% (1,186)	1,144 % of Total: 100.00% (1,144)	1,301 % of Total: 100.00% (1,301)	66.33% Avg for View: 66.33% (0.00%)	2.26 Avg for View: 2.26 (0.00%)	00:01:20 Avg for View: 00:01:20 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. en-us	403 (33.95%)	389 (34.00%)	438 (33.67%)	65.07%	2.39	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. it-it	225 (18.96%)	218 (19.06%)	244 (18.75%)	69.26%	2.03	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. en-gb	191 (16.09%)	183 (16.00%)	206 (15.83%)	63.59%	2.21	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. it	57 (4.80%)	57 (4.98%)	57 (4.38%)	78.95%	2.19	00:00:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. en-au	30 (2.53%)	29 (2.53%)	34 (2.61%)	79.41%	1.32	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. fr-fr	20 (1.68%)	18 (1.57%)	20 (1.54%)	70.00%	3.45	00:02:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. de-de	19 (1.60%)	19 (1.66%)	19 (1.46%)	63.16%	2.42	00:02:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. nl-nl	16 (1.35%)	15 (1.31%)	19 (1.46%)	63.16%	2.11	00:00:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. en-ca	15 (1.26%)	15 (1.31%)	21 (1.61%)	66.67%	1.71	00:01:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. ru-ru	13 (1.10%)	12 (1.05%)	13 (1.00%)	84.62%	1.38	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 71

This report was generated on 8/31/18 at 10:49:32 AM - Refresh Report

Google Analytics also displays reports on language and geography.



Google Analytics and Ads



Demographics and Interest Reports

Enable

Advertising Features include Demographics and Interest reporting, Remarketing, GDN Impression Reporting and the Campaign Manager 360 integration. By enabling Advertising Features, Google Analytics will collect additional data about your traffic. You may need to update your privacy policy before enabling Advertising Features. [Learn More](#).

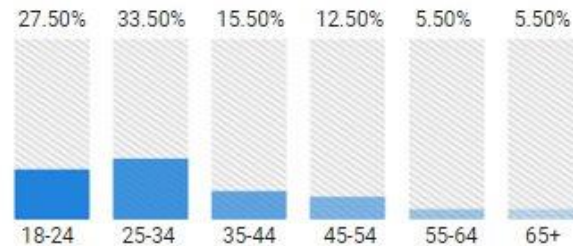
The Demographics and Interest sections include Overview reports, along with new Age, Gender, and Interest Categories reports.

- They allow you to better understand who your users are.
- You can segment the rest of your Analytics data by these same characteristics so you can understand how converting and non-converting users differ (and many other such comparisons).
- These are the same demographics & interest categories used to target ads on the Google Display Network. Use these insights about your users to refine your ad campaign strategies.
- Not all of your users may have demographics associated with them, so these reports may only represent a subset of your users and may not be representative of your overall site composition.
- Learn more about how Google determines user demographics.
- Learn more about how Google determines user interest categories.
- Before enabling Demographics and Interest Reports you may need to update your privacy policy according to [this policy](#).

[Learn more about the new reports.](#)

Age

100% of total sessions



Had your lecturer paid for **Ads**, demographics and interest reports would have appeared.

Gender

100% of total sessions



Interest Category

100% of total sessions



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Ads? What are they?



Google Ads is an online **pay-per-click** advertising service. (It was named Google Adwords till July, 2018.)

Advertisers **pay to display** advertisements to users who search through Google, or visit pages under Google control.

The service is based on **keywords chosen by advertisers**.

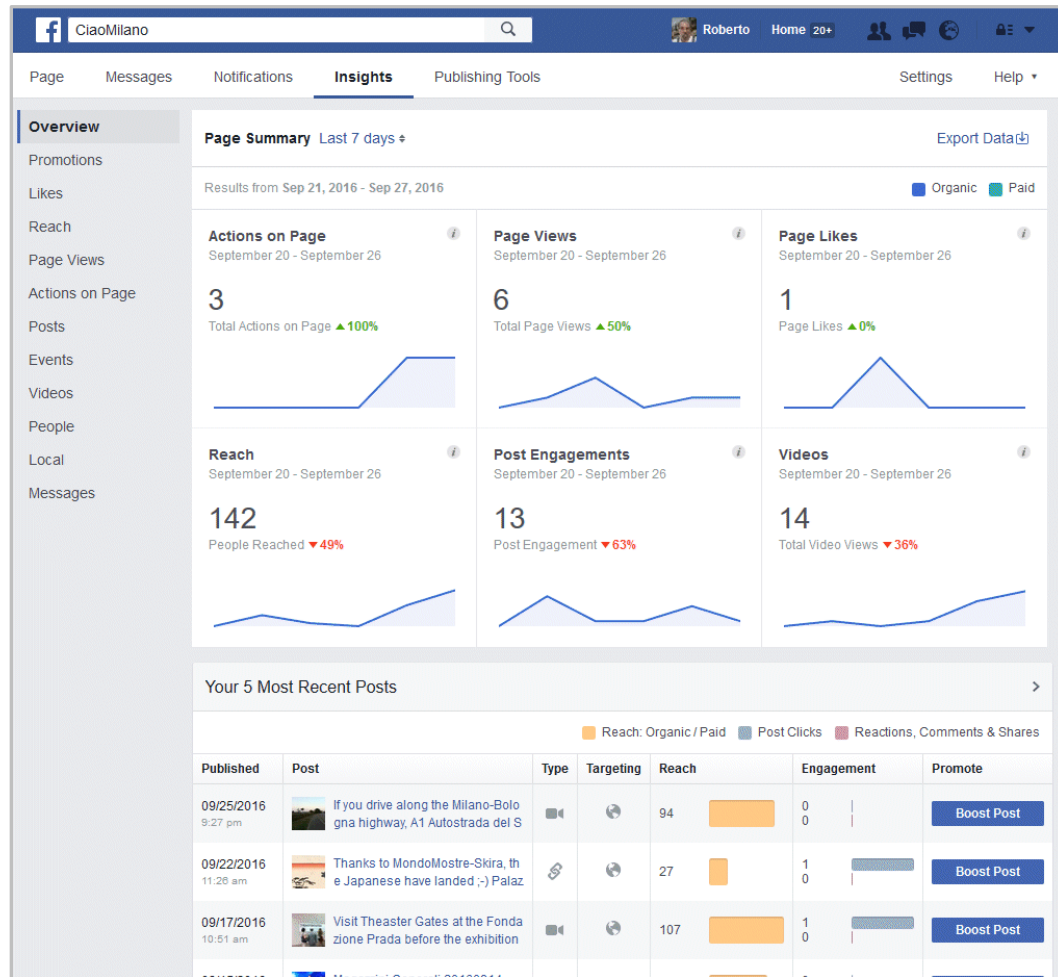
When the algorithm guesses – from the keywords, and from the navigation history of the visiting user – that an advertisement is relevant to that user, the advertisement is placed on the page.

When **users click** on the advertisement, **advertisers pay**.

Most of Google earnings come from this advertising service.



Insights



All this refers to every webpage. But **social networks'** webpages are logged and can be analysed, too.

The most diffused social networking platform, i.e. **Facebook**, calls its web analysis tool as Facebook **Insights**.

Insights are **available to Facebook Pages only**, not to personal profiles.

What's the difference?



Using Facebook

- Creating an Account
- Friending
- Your Home Page
- Messaging
- Stories
- Your Photos and Videos
- Videos on Watch
- Pages

Interact with Pages

Create and Manage a Page

Names and Usernames

Manage Page Settings

Customize a Page

Publishing

Messaging

Insights

Banning and Moderation

Fix a Problem

Groups

Events

Fundraisers and Donations

Facebook Pay

Facebook Profiles vs. Facebook Pages

What's the difference between a profile, Page and group on Facebook?

Computer Help

Share Article

Pages that you manage may be in the new Pages experience. [Learn more about new Pages.](#)

Profiles

A [profile](#) is a place on Facebook where you can share information about yourself, such as your interests, photos, videos, current city and hometown. To see your profile, click or tap your name or profile picture at the top of Facebook.

Pages

You must have a profile to [create a Page](#) or help manage one. [Pages](#) are places on Facebook where artists, public figures, businesses, brands, organizations and nonprofits can connect with their fans or customers. When someone likes or follows a Page on Facebook, they can start seeing updates from that Page in their News Feed.

To see an example of a Page, see the screenshot below.



Facebook pages are a bit like **small websites**.

It makes sense that they provide managers with **statistical data**.

Insights, in fact.

Groups

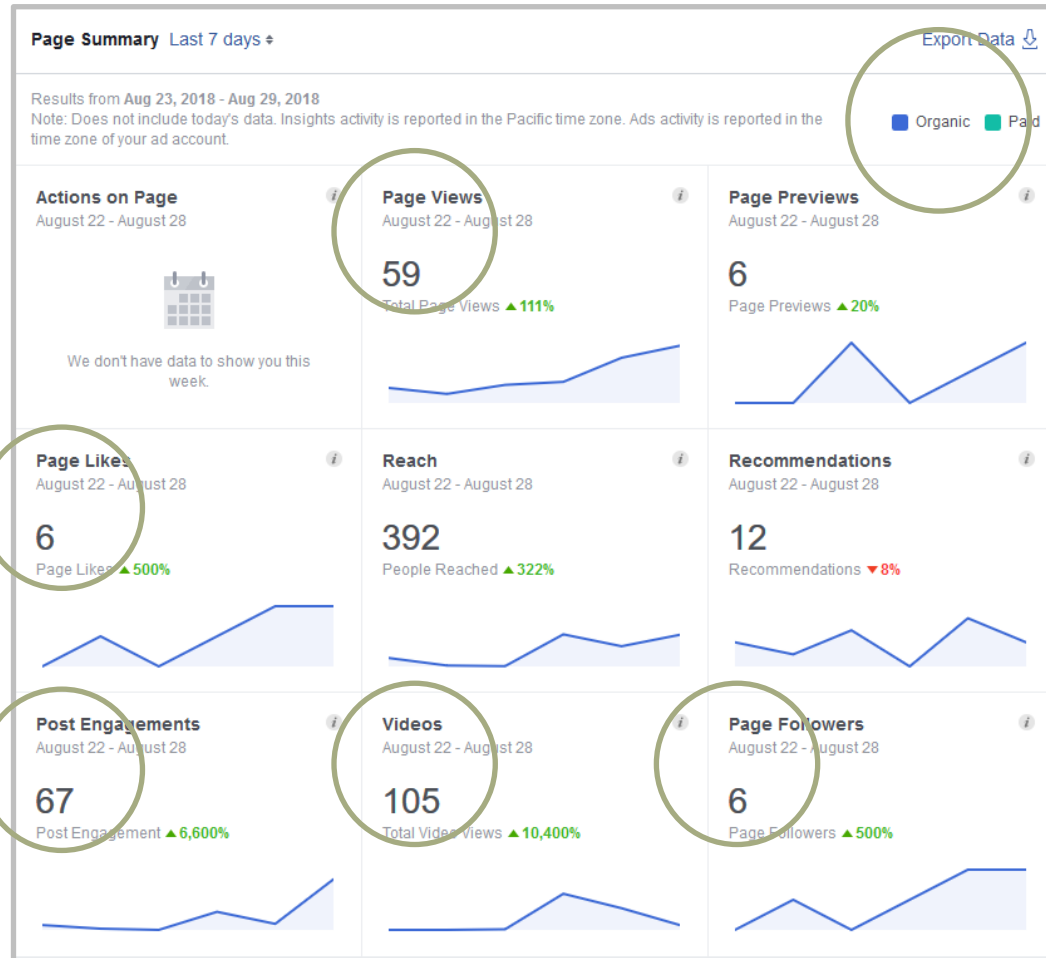


#08 Analytics, cookies, privacy
a profile to create a [group](#) or help manage one. [Groups](#) are a place to communicate about shared interests with certain people. You can create a group for anything —

Was this helpful?

Yes No

Insights as such



Of course, Insights considers the specific features of social networking, like **Post Engagements, Likes, and Followers**.

Yet Insights inherits “traditional” metrics of web analytics, like **Page Views** – both Views and Previews – and the different sorts of downloaded **Files**.
















Since advertising is encouraged, **Organic and Paid** data are distinguished.

Insights for engagement



Your 5 Most Recent Posts >

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach <i>i</i>	Engagement	Promote
08/26/2018 10:37 pm	 August 27, 2018. Today is the first working day after the tragedy			269	13 6	Boost Post
08/13/2018 9:31 am	 Cascina Santa Brera is a farm some ten kilometers south of			63	4 1	Boost Post
08/03/2018 11:12 am	 Entrance free at the Gallerie d'Italia till Sunday, August 19.			84	7 1	Boost Post
06/30/2018 9:14 am	 Partecipa a The Feeling of Summer!			24	0 1	Boost Post
06/29/2018 9:46 am	 Gioca con Hermès // Aperitivo al Poldi Pezzoli			91	1 0	

See All Posts

An interesting feature of Facebook Insights considers **Posts**.

- ✓ Which sort of posts was it?
- ✓ How many people were reached?
- ✓ Were they engaged?

CiaoMilano > Page Insights

Page Insights

- Overview
- Followers
- Ads
- Likes
- Reach
- Page Views
- Actions on Page
- Posts**
- Events
- Videos
- Stories
- People
- Messages
- Orders

Insights: engagement

Date	Time	Image	Text	Link	Video	Reactions	Comments	Shares	Engagement	Boost Post
05/10/2020	4:39 PM		While we wait...			101	2	3	106	Boost Post
5/06/2020	5:55 PM		In order to fight any further diffusion of COVID-19, public and private			68	0	1	69	Boost Post
04/27/2020	11:33 AM		Bottom-up. Pedalling it out :-)			135	15	4	154	Boost Post
04/14/2020	9:23 AM		Though locked down, Milano does not stop. For instance, the Pirelli			76	0	0	76	Boost Post
04/11/2020	9:00 AM		Though locked down, Milano does not stop. For instance, the Triennale			99	1	1	101	Boost Post
04/10/2020	4:18 PM		This country is locked down till May 3, at least. Good old museums in Milan			82	0	0	82	Boost Post
04/04/2020	10:02 PM		Though locked down, Milano does not stop. For instance, the Triennale			68	0	0	68	Boost Post
03/28/2020	10:18 AM		Though locked down, Milano does not stop. For instance, the Triennale			75	2	0	77	Boost Post
03/23/2020	3:02 PM		See you soon, or... well, in a while :-)			98	2	0	100	Boost Post
03/20/2020	7:48 AM		In order to fight any further diffusion of COVID-19, public and private			88	2	4	94	Boost Post
03/12/2020	11:41 AM		In order to fight any further diffusion of COVID-19, public and private			150	6	2	158	Boost Post
03/09/2020	10:13 PM		In order to fight any further diffusion of COVID-19, public and private			118	0	0	118	Boost Post
03/08/2020	10:53 PM		In order to fight any further diffusion of COVID-19, public and private			142	2	0	144	Boost Post
03/06/2020	8:47 AM		Milano -- or Milan, if you prefer -- is a resilient town. We keep behaving			117	3	0	120	Boost Post
03/02/2020	9:27 AM		Milan is partially closed (i.e. most public events like concerts and			130	7	1	138	Boost Post
02/27/2020	3:01 PM					127	5	2	134	Boost Post
02/26/2020	10:13 AM		In order to fight any potential diffusion of COVID-19, public meetings are			293	8	3	304	Boost Post
02/23/2020	7:53 PM					205	3	1	211	Boost Post

- Which sort of post was it? Link, video, picture, text?
- How many people saw it?
- How many people were engaged?

Page Insights

- Overview
- Followers
- Ads
- Likes
- Reach
- Page Views
- Actions on Page
- Posts
- Events
- Videos
- Stories
- People
- Messages
- Orders

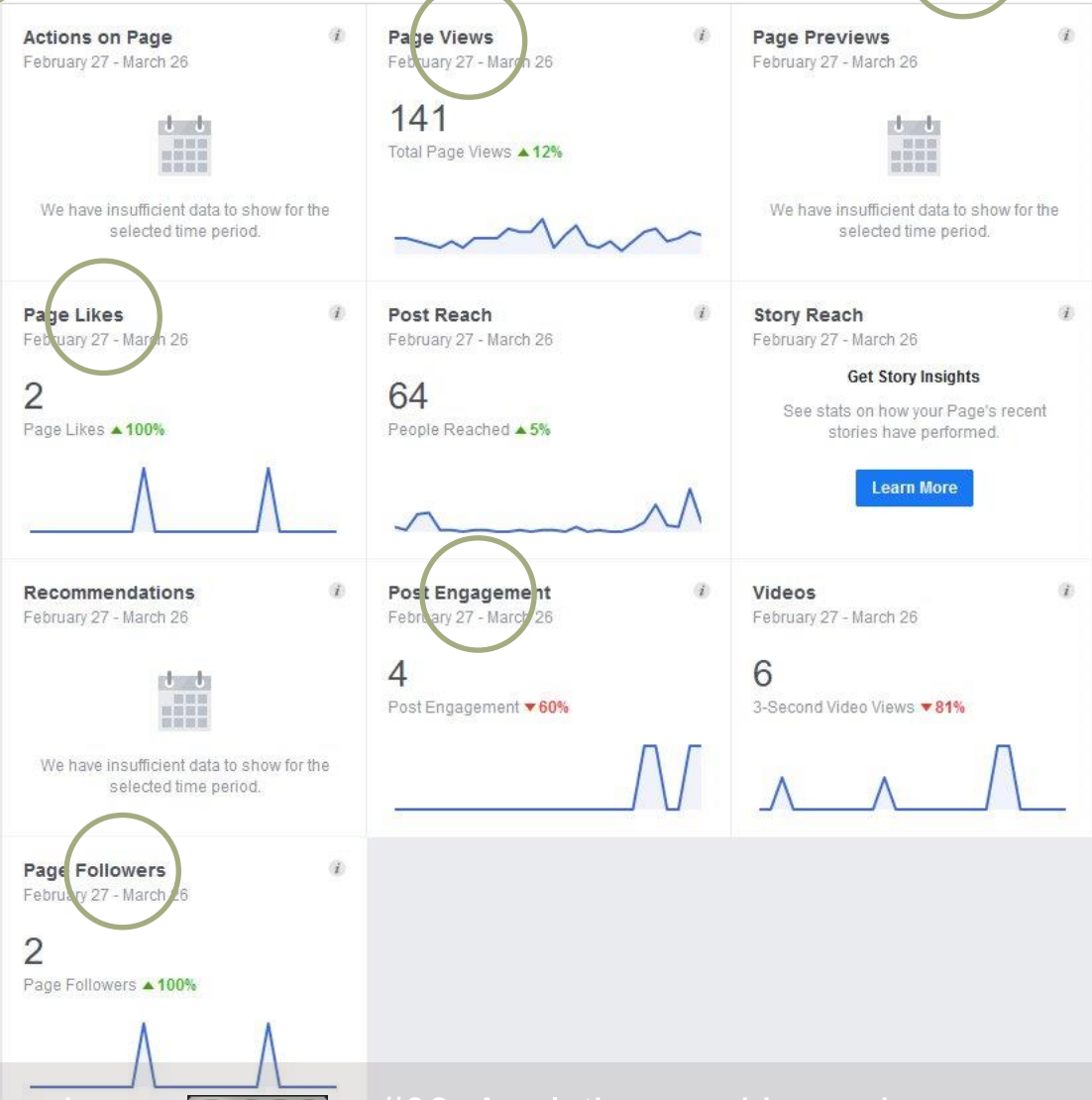
Insights: diagrams

Page Summary Last 28 days

Results from Feb 27, 2021 - Mar 26, 2021
 Note: Posts do not include 1-day data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Export Data

Organic Paid



Insights about the CiaoMilano Facebook page on Saturday, March 27, 2021, 4.32pm

- Visits
- Likes
- Engagement
- Followers
- Nothing paid

Google Alerts



As for the third sort of web presence (the uncontrolled), Google Alerts may be used. Every time Google finds something published according to a chosen keyword, an e-mail is sent.

The screenshot shows the Google Alerts homepage. At the top, there is a search bar with the placeholder text "Create an alert about...". Below the search bar, there are several categories of alert suggestions: Companies (Us Bank, Salesforce, Boeing), Finance (Bitcoin, Us Dollar, British Pound), Music (Twenty One Pilots), and Movies (Kevin Durant). Each suggestion includes a small icon and the name of the entity.

The screenshot shows the Google Alerts interface with the keyword "Bergamo" entered in the search bar. Below the search bar, there is a form to enter an email address and a "Create Alert" button. Below the form, there is an "Alert preview" section with the following content:

Alert preview

NEWS

Field hockey shuts out Trinity, St. John Fisher
The Williams record
The Eph offense started off strong, taking possession early and testing Cardinal goalie Kelly Bergamo with two shots by Ticknor and Veale. Both shots ...

Napoli loses to Cagliari as Inter extends perfect start
KSL.com
However, the Bergamo-based squad bounced back with two late goals for a 2-2 draw with Fiorentina on Sunday and has now handed Roma its first ...

World Routes Moves to Milan
AviationPros.com
... with local stakeholders Lombardy Region, the Municipality of Milan, ENIT - Italian Tourist Board and Bergamo

The screenshot shows the Google Alerts interface with the keyword "Bergamo Tourism" entered in the search bar. Below the search bar, there is a form to enter an email address and a "Create Alert" button. Below the form, there is an "Alert preview" section with the following content:

Alert preview

NEWS

World Routes moves to Milan
TTR Weekly
... Lombardy Region, the Municipality of Milan, ENIT - Italian Tourist Board and Bergamo Airport, and will take place from 5 to 8 September 2020.

Alerts? Not definitive

We can activate Google Alerts if we want to receive a report – by e-mail – every time Google “notices” that a keyword we chose appears on the Web.

As a way to know “who is talking about what”, Google Alerts is a somewhat crude tool.

It’s a step forward, but certainly not definitive.

For example, Google Alerts does not track anything from social networking platforms.



Google Alerts interface showing search results for "Rifugio Trentino". The interface includes a search bar, a "Create Alert" button, and a "Show options" dropdown. The alert preview shows no recent results, but lists existing results from the web, including an Instagram post from "Associazione Rifugi Trentino (@rifugitrentino)". A settings menu is open, showing options for "How often" (At most once a day), "Sources" (Automatic, News, Blogs, Web), "Language", "Region", and "How many". There is also an "Enter email" field in the settings menu.

Metrics and Cookies



Users' identification is a crucial step in these processes. It is performed on the user's computer and/or smartphone – not the person – via cookies.

A **cookie** is used for an origin website to **send state information** to a user's **browser** and for the browser to **return the state information** to the origin site.

The state information can be used for **authentication**, **identification** of a user session, user's **preferences**, **shopping** cart contents, or anything else that can be accomplished through storing text data on the user's computer.



image credit to cookiedelivery.com

Cookies and tracking



Cookies are not software: just **alphanumeric strings**. They cannot be programmed, cannot carry viruses, and cannot install malware on the host computer.

However, they can be used by **spyware** to track user's browsing activities — a major privacy concern that prompted law makers to take action.

Cookies can also be **stolen by hackers** to gain access to a victim's web account.

Now, **from a user's point of view**, let's see **where cookies are stored** (and can be **deleted...**), for instance in a Mozilla Firefox browser.



image credit to cookiedelivery.com

Cookies. Where?

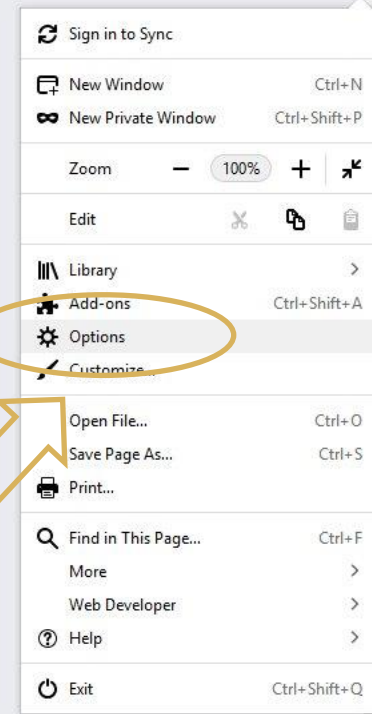
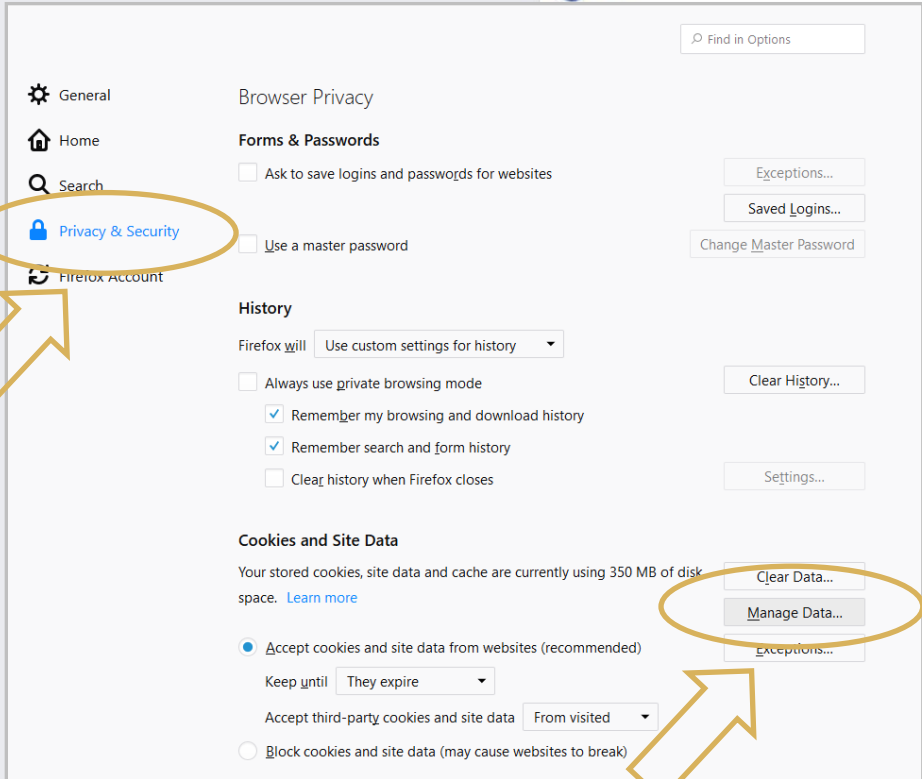
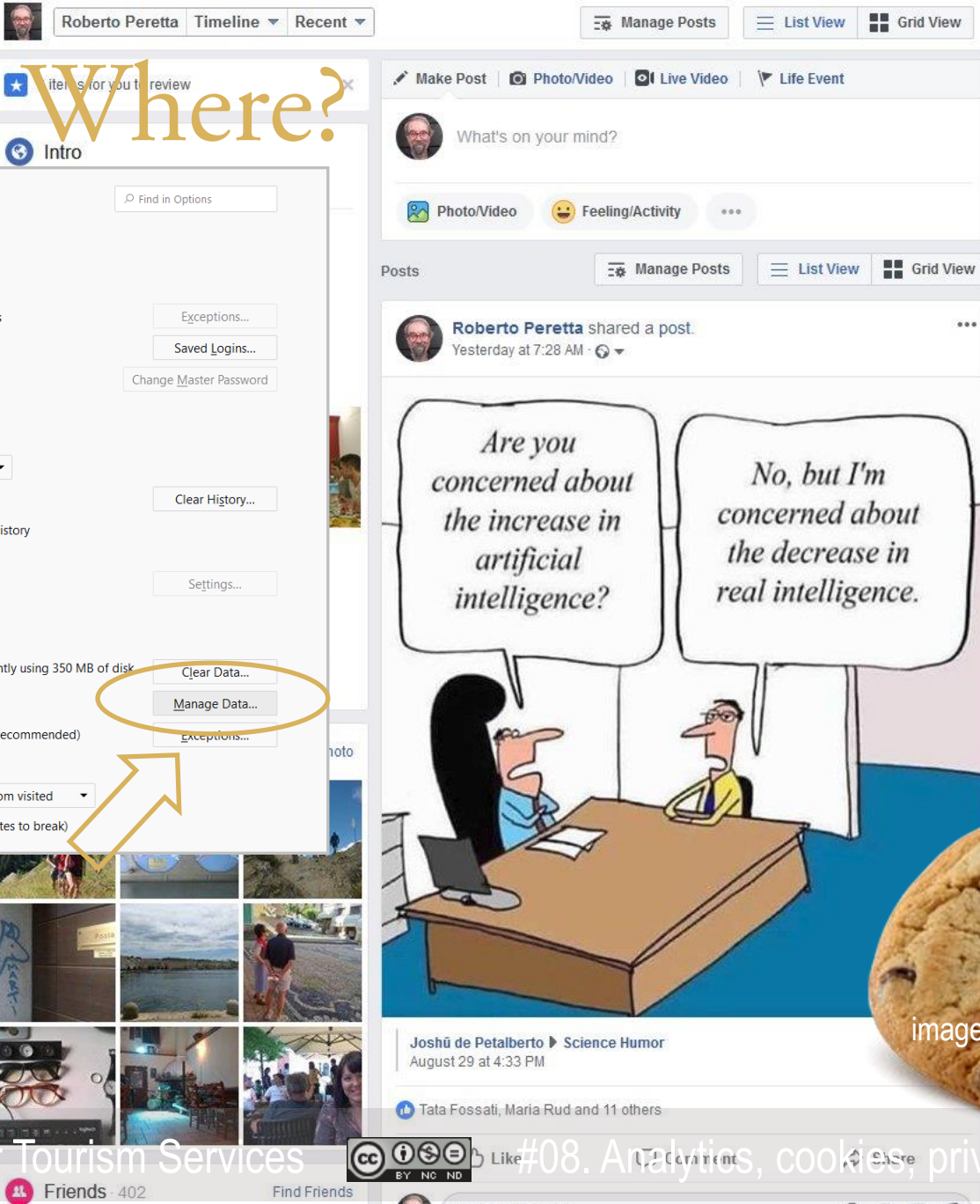


image credit to [cookiedelivery.com](https://www.cookie-delivery.com)

Cookies. Where are they?

Browser Privacy

Manage Cookies and Site Data

The following websites store cookies and site data on your computer. Firefox keeps data from websites with persistent storage until you delete it, and deletes data from websites with non-persistent storage as space is needed.

Search websites

Site

facebook

Site	Cookies	Storage	Last Used
facebook.com	13		8/31/2018, 4:25 PM

Remove Selected Remove All Shown

Cancel Save Changes

Sign in to Sync

New Window Ctrl+N

New Private Window Ctrl+Shift+P

Zoom 100%

Edit

Library

Add-ons Ctrl+Shift+A

Options

Customize

Open File... Ctrl+O

Save Page As... Ctrl+S

Print...

Find in This Page... Ctrl+F

More

Web Developer

Help

Exit Ctrl+Shift+Q



image credit to cookiedelivery.com

Deleting Cookies

Roberto Peretta Timeline Recent

Manage Posts List View Grid View

3 items for you to review

Make Post Photo/Video Live Video Life Event

What's on your mind?

Photo/Video Feeling/Activity

- General
- Home
- Search
- Privacy & Security
- Firefox Account

Browser Privacy

The following websites store persistent storage until you delete it, and deletes data from websites with non-persistent storage as space is needed.

Search websites

Site
consent.google.com
google.com
calendar.google.com
contacts.google.com
notifications.google.com
business.google.com
accounts.google.com
photos.google.com

Remove Selected

Manage Cookies and Site Data

The following websites store persistent storage until you delete it, and deletes data from websites with non-persistent storage as space is needed.

Search websites

facebook

Site
facebook.com

Remove Selected

Manage Cookies and Site Data

The following websites store cookies and site data on your computer. Firefox keeps data from websites with persistent storage until you delete it, and deletes data from websites with non-persistent storage as space is needed.

Search websites

facebook

Site	Cookies	Storage	Last Used
------	---------	---------	-----------

Remove Selected Remove All Shown

Cancel Save Changes

Sign in to Sync

New Window Ctrl+N

New Private Window Ctrl+Shift+P

Zoom 100%

Edit

Library

Add-ons Ctrl+Shift+A

Options

Customize

Open File... Ctrl+O

Save Page As... Ctrl+S

Print...

Find in This Page... Ctrl+F

More

Web Developer

Help

Exit Ctrl+Shift+Q



Cookie consent



Websites which use cookies are **requested to tell** users that they do so, provide details on the **cookie policy** they adopt, and **explicitly** ask users to **accept** cookies.

This is to avoid that some sphere of **privacy** is **renounced inadvertently**.

The screenshot displays a website interface with a dark grey cookie consent banner at the top. The banner contains the text: "Google serves cookies to analyse traffic to this site. Information about your use of our site is shared with Google for that purpose." and two buttons: "See details" and "OK". Below the banner, the main content area has a blue background with the text "Helping publishers with cookie consent".

Below this, another dark grey banner is shown, identical to the one above. Underneath, a white box titled "Why is this important?" contains the following text:

European laws require that digital publishers give visitors to their sites and apps information about their use of cookies and other forms of local storage. In many cases these laws also require that consent be obtained.

This site is produced by Google. We work with lots of publisher partners and, based on that experience, we wanted to provide any publishers with easy-to-implement tools that can help them meet their legal obligations to get user consent.

At the bottom of the white box, there is a stylized illustration of a web browser window with a search bar and navigation buttons.

Which cookies

Cookie Category	Status
+ Cookie di funzionalità	Off
+ Cookie per pubblicità mirata	Off
+ Archiviare e/o accedere a informazioni su un dispositivo	Off
+ Dati di geolocalizzazione precisi e identificazione attraverso la scansione del dispositivo	Off
+ Annunci e contenuti personalizzati, valutazione degli annunci e del contenuto, osservazioni del pubblico e sviluppo di prodotti	Off
+ Garantire la sicurezza, prevenire frodi e debug	Sempre attivi
+ Selezionare contenuti personalizzati	Sempre attivi
+ Abbinare e combinare fonti di dati offline	Sempre attivi
+ Collegare diversi dispositivi	Sempre attivi
+ Ricevere e usare le caratteristiche che il dispositivo invia automaticamente ai fini dell'identificazione	Sempre attivi

Conferma le mie scelte

Powered by OneTrust

The are several sorts of cookies. Some cookies used even by a civilized website like the Il Sole-24 Ore's are invasive for sure.

- Privacy violation
- Individual filing
- Personal devices
- Identification

Cookies used by a leading newspaper



As you browse our sites, we and our partners and advertising brokers collect certain information (such as your IP address) from your devices in order to provide you with more effective services, relevant advertising messages, and anticipate your needs by analyzing your tastes and the performance of our products. This tool enables you to give, refuse or modify your consent to the use of cookies and their individual activation / deactivation. Some of these cookies do not require your consent and others are used by virtue of a legitimate interest of their owners but you can still object to their processing in the "Purposes" section of this tool. Your choice applies only to this site.

Authorize or deny the collection of your data for the following purposes

Deny All

Accept All

Personalised ads and content, ad and content measurement, audience insights and product development

Store and/or access information on a device

Precise geolocation data, and identification through device scanning

Special purpose and feature

Ensure security, prevent fraud, and debug

Your data can be used to monitor for and prevent fraudulent activity, and ensure systems and processes work properly and securely.

[Legal description](#)

Technically deliver ads or content

Your device can receive and send information that allows you to see and interact with ads and content.

[Legal description](#)

Match and combine offline data sources

Data from offline data sources can be combined with your online activity in support of one or more purposes

[Legal description](#)

Link different devices

Different devices can be determined as belonging to you or your household in support of one or more of purposes.

[Legal description](#)

Receive and use automatically-sent device characteristics for identification

Your device might be distinguished from other devices based on information it automatically sends, such as IP address or browser type.

[Legal description](#)

Back

Partners

Save

Privacy management by RCS Media Group





As you browse our sites, we and our partners and advertising brokers collect certain information (such as your IP address) from your devices in order to provide you with more effective services, relevant advertising messages, and anticipate your needs by analyzing your tastes and the performance of our products. This tool enables you to give, refuse or modify your consent to the use of cookies and their individual activation / deactivation. Some of these cookies do not require your consent and others are used by virtue of a legitimate interest of their owners but you can still object to their processing in the "Purposes" section of this tool. You can choose a profile only to this site.

... and the marketing companies authorised

> Automattic Ads	<input type="button" value="Deny"/>	<input type="button" value="Accept"/>
> Avocet Systems Limited	<input type="button" value="Deny"/>	<input type="button" value="Accept"/>
> Axel Springer Teaser Ad GmbH	<input type="button" value="Deny"/>	<input type="button" value="Accept"/>
> Axiom Media Connect	<input type="button" value="Deny"/>	<input type="button" value="Accept"/>
> Axonix LTD	<input type="button" value="Deny"/>	<input type="button" value="Accept"/>
^ Azerion Holding B.V. Privacy Policy <input type="checkbox"/> Feature 1. Link different devices 2. Receive and use automatically-sent device characteristics for identification Purposes, Based on consent 1. Store and/or access information on a device 2. Create a personalised ads profile 3. Select personalised ads 4. Apply market research to generate audience insights Special Features 1. Use precise geolocation data Special Purposes 1. Ensure security, prevent fraud, and debug 2. Technically deliver ads or content	<input type="button" value="Deny"/>	<input type="button" value="Accept"/>
> B2B Media Group EMEA	<input type="button" value="Deny"/>	<input type="button" value="Accept"/>
> BEINTOO SPA	<input type="button" value="Deny"/>	<input type="button" value="Accept"/>

Back

This newspaper's website shares data about its users with some 1,400 marketing companies.



In short: “necessary” cookies



Privacy Policy

Necessary

Necessary cookies are crucial for the basic functions of the website and the website will not work in its intended way without them.

These cookies do not store any personally identifiable data.

Cookie	Type	Duration	Description
cky-active-check	https	1 day	The cookie is set by CookieYes to check if the consent banner is active on the website.
cookieyesID	https	1 year	Unique identifier for visitors used by CookieYes with respect to the consent

[Save my preferences](#)

Powered by CookieYes

- × Let's consider a simple case, like those managed by small destinations. These are cookies placed by the **cookie consent** provider. They are needed to allow the cookie consent service to work.

Google Analytics' cookies



Privacy Policy

Necessary

Functional

Analytics

Performance

Advertisement

Others

[Save my preferences](#)

Performance

Performance cookies are used to understand and analyze the key performance indexes of the website which helps in delivering a better user experience for the visitors.

Cookie	Type	Duration	Description
__utma	https	2 years	This cookie is set by Google Analytics and is used to distinguish users and sessions. The cookie is created when the JavaScript library executes and there are no existing __utma cookies. The cookie is updated every time data is sent to Google Analytics.
utmc	https	session	The cookie is set by Google Analytics and is deleted when the user closes the browser. The cookie is not used by ga.js. The cookie is used to enable interoperability with urchin.js which is

Powered by CookieYes

- × These are cookies placed by the Google Analytics' **tags**. They are needed to let both Google and the website's manager gather **statistics**.

Cookies by the dynamic server



Privacy Policy

Necessary

Functional

Analytics

Performance

Advertisement

Others

[Save my preferences](#)

Others

Other uncategorized cookies are those that are being analyzed and have not been classified into a category as yet.

Cookie	Type	Duration	Description
dadaproaffinity	https	session	No description available.
ASPSESSIONIDSERBAATD	http	session	No description
at-rand	https	never	No description available.
ASPSESSIONIDAGCSQRCD	http	session	No description

Powered by CookieYes

- × These are cookies placed by the website's **dynamic** server. They are needed to **publish** content **on the fly** in individual pages.

Privacy



In fact, substantial questions about web navigation and e-commerce functions concern privacy and security.

We will consider security later on. Let's start from **privacy**, now.

Privacy is a concept of Anglo-Saxon origin linked to the idea of **human rights**, which concerns the right of everyone to **live their lives free** from prying eyes.

(Privacy does not have limitations shared – much less standardized – and in the eyes of different people, or **different cultures**, can mean different things.)



image credit to דרכון פורטוגלי

Disappearing privacy



It is argued that **privacy is now disappearing**.

Not only web servers and social platforms but also **telecoms collect data**. Telecoms know where (in which cell) any caller's and recipient's smartphones are located – even when phones have no call in progress –, and collect data on **when, where, how long, and between whom** each and every call takes place.

This is among the consequences of the “digital revolution”.

It's therefore not surprising that when a website uses cookies, it is requested to warn users through **a visible alert**, and allow them to refuse cookies.

When we manage a website, **we have to warn users** about the way we behave.



image credit to futurism.com

Privacy renounced



As a matter of fact, users allow to have their privacy voluntarily violated when they judge that this is worthwhile.

For instance, when someone wants to **buy something on line** (a book, a flight, an hotel room...), they **voluntarily agree to reveal** their name and financial details (credit card, bank account, PayPal identity..., passwords included) because they reckon that **such a risk may be taken**, after all.



image credit to cookiedelivery.com

Which side are we on?



We said that cookies are widely used but not mandatory.

The issue can be approached from **two points of view**

- the **user's** point of view
- the **manager's** point of view

As **users**, we should protect ourselves against the invasiveness of cookies in the name of our privacy. We can at least set our browsers to delete cookies when we exit our browser. Being recognized on our next visits will be a bit more difficult.



On the other hand, as **managers** of the web presence of an entity we would like to know as much as possible about our visitors. At least, we'll use cookies for our analytics based on page tagging.

image credits to [Medium](#) and [Icons For Free](#)

General Data Protection Regulation



After four years of preparation and debate, the GDPR was finally approved by the EU Parliament on 14 April 2016. Enforcement date: May 25, 2018 – at which time those organizations in non-compliance may face heavy fines.

The EU General Data Protection Regulation (GDPR) replaces the Data Protection Directive 95/46/EC and was designed to harmonize data privacy laws across Europe, to protect and empower all EU citizens data privacy and to reshape the way organizations across the region approach data privacy.



Privacy. Legal responsibilities



From a web manager point of view, privacy means that

- if you collect data on your users, you must inform them that you keep those data, who's in charge, and what data are collected;
- your users must be assured that any data you have collected are certainly and radically erased, if your users ask so (though data collected by public services, like city councils, or hospitals, make exception) and you don't keep them forever;
- your webpages containing critical data (like personal details, bank accounts ID, or passwords) should be encrypted. (More on this later.)
- But after all every webpage contains critical data, today.

Key points



1. Everything digital is recorded
2. What servers do is stored in logfiles
3. Google Analytics, instead, is based on tags
4. Google Analytics is very close to Ads. So are Facebook Insights
5. Cookies are thieves. We all must “eat” them just the same
6. Privacy is increasingly under scrutiny
7. Europe is a judicious Union



image credit to cookiedelivery.com