#08. Analytics, cookies, privacy

University of Bergamo

Master Course in Project and Management of Tourism Systems

Academic Year 2021-2022

IT for Tourism Services

image credits to cookiedelivery.com and דרכון פורטוגלי

What are we talking about this time?

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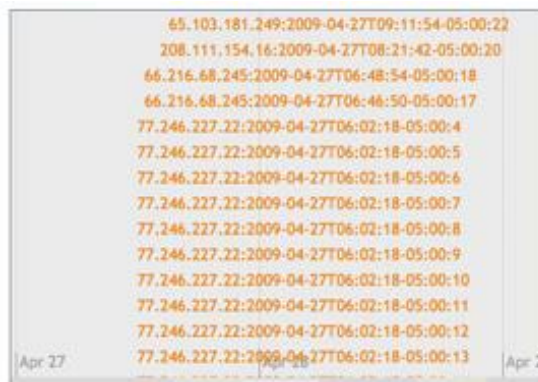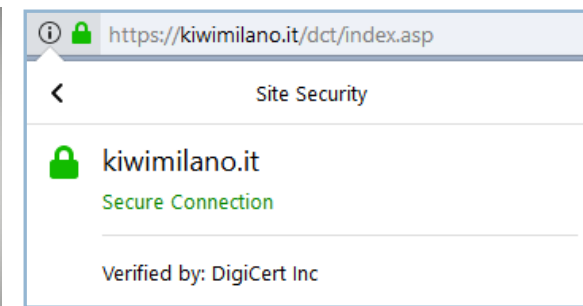3. Google Analytics
4. Insights
5. Cookies
6. Privacy
7. GDPR

image credit to דרכון פורטוגלי

image credit to IBM

Google Analytics

Anywhere. Anytime.

25,211	Absolute Unique Visitors
86,330	Pageviews
2.98	Average Pageviews
00:02:05	Time on Site
57.14%	Bounce Rate

I ♥ my Privacy

ℹ 🔒 https://kiwimilano.it/dct/index.asp

< Site Security

🔒 kiwimilano.it
Secure Connection

Verified by: DigiCert Inc

Your 5 Most Recent Posts

■ Reach: Organic / Paid   ■ Post Clicks   ■ Reactions,

Published	Post	Type	Targeting	Reach ℹ		Engagement	
08/26/2018 10:37 pm	August 27, 2018. Today is the first working day after the tragedy	🎥	🌐	269		13 6	
08/13/2018 9:31 am	Cascina Santa Brera is a farm some ten kilometers south of	🎥	🌐	63		4 1	
08/03/2018 11:12 am						7 1	
06/30/20 9:14 a						0 1	
06/29 9:46 a						1 0	

image credit to cookiedelivery.com

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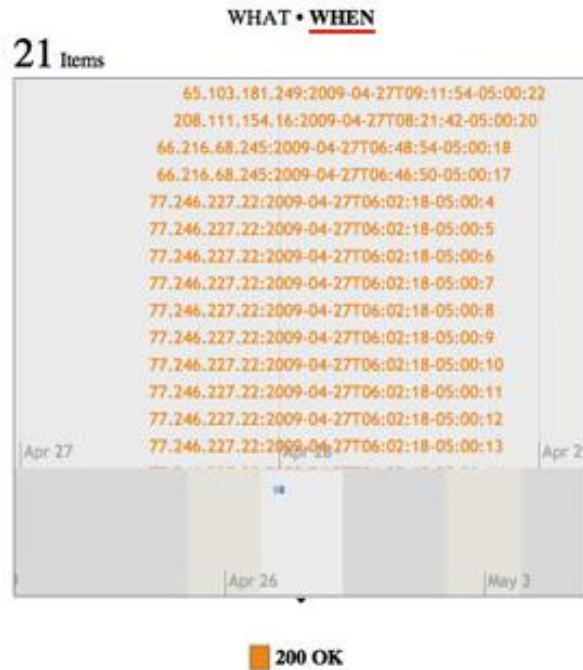
Every time a personal computer or a smartphone connects with a web server – and a browser visualizes a web page – details of the connection are recorded.

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
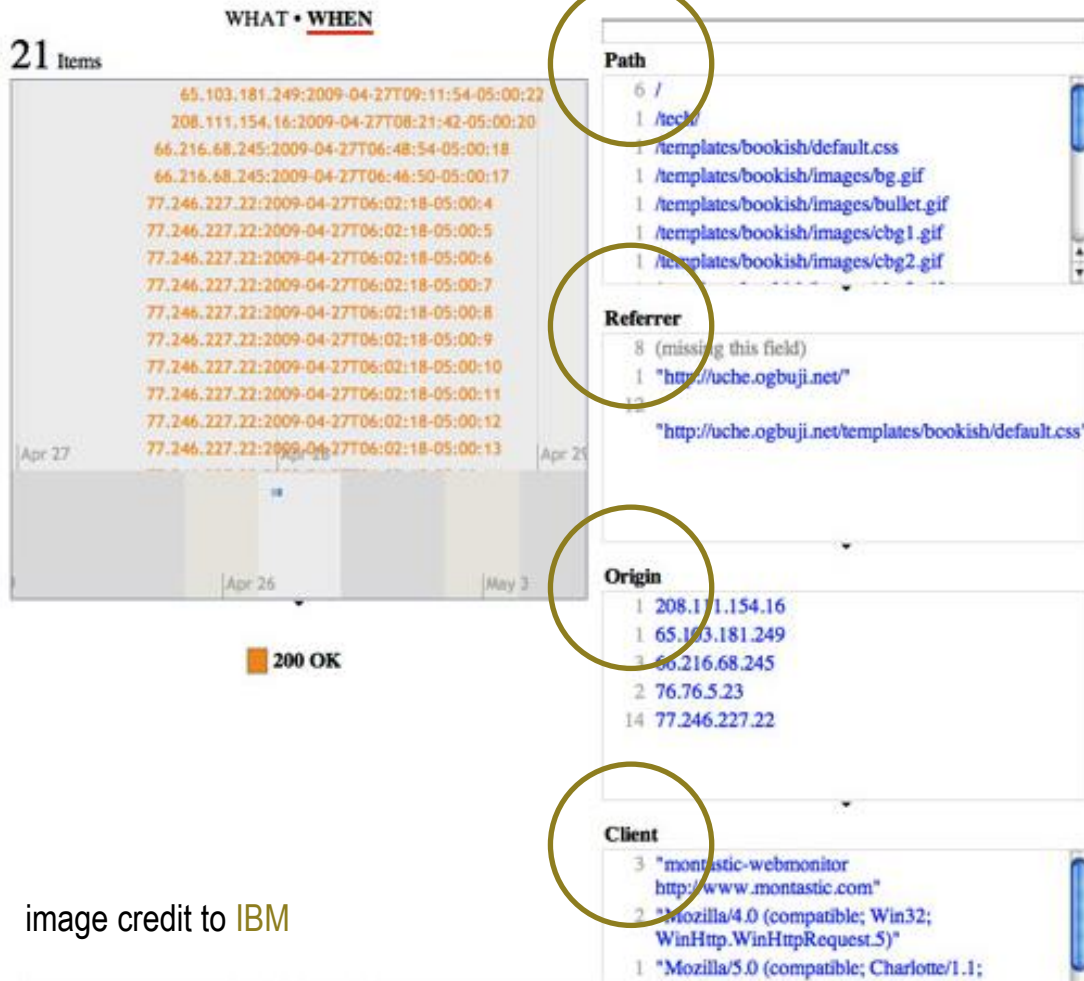

image credit to IBM

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?

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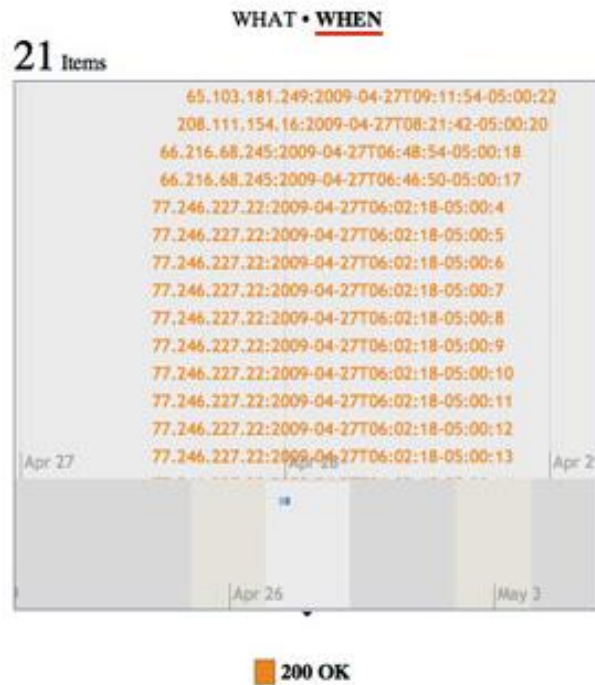
It's a portion of my browser's log on October 21, 2021.

My Firefox's log on October 21, 2021

	Name	Location	Most Recent Visit	Visit Count
✓ 🕐 History				
🕐 Today	Google Meet (noto in precedenza come Hangouts Meet) - Riunioni video senza costi	https://apps.google.com/meet/	21/10/2021, 15:55	3
🕐 Yesterday	Google Rapporto sulla trasparenza	https://transparencyreport.google.com/?hl=it	18/10/2021, 21:08	1
🕐 Last 7 days	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
🕐 This month	Google Safe Browsing – Google Transparency Report	https://transparencyreport.google.com/safe-browsing/search?hl=en	18/10/2021, 22:48	3
🕐 September	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
🕐 August	Grazie Report - Italia Destinazione Digitale	https://www.destinazionedigitale.it/grazie-report/?submissionGuid=56d13061...	17/10/2021, 21:57	1
🕐 July	Groups | Facebook	https://www.facebook.com/groups/feed/	20/10/2021, 17:56	15
⬇ Downloads	Holiday Working nella natura: i luoghi top	https://www.visittrentino.info/it/articoli/lifestyle/smart-working-nella-natura	11/10/2021, 12:38	1
🏷 Tags	Home	https://www.intesasanpaolo.com/ib/content/static/index_webapp.html#!/par...	07/10/2021, 10:03	4
› ⭐ All Bookmarks	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

WHAT · WHEN

21 Items

65.103.181.249:2009-04-27T09:11:54-05:00:22
208.111.154.16:2009-04-27T08:21:42-05:00:20
66.216.68.245:2009-04-27T06:48:54-05:00:18
66.216.68.245:2009-04-27T06:46:50-05:00:17
77.246.227.22:2009-04-27T06:02:18-05:00:4
77.246.227.22:2009-04-27T06:02:18-05:00:5
77.246.227.22:2009-04-27T06:02:18-05:00:6
77.246.227.22:2009-04-27T06:02:18-05:00:7
77.246.227.22:2009-04-27T06:02:18-05:00:8
77.246.227.22:2009-04-27T06:02:18-05:00:9
77.246.227.22:2009-04-27T06:02:18-05:00:10
77.246.227.22:2009-04-27T06:02:18-05:00:11
77.246.227.22:2009-04-27T06:02:18-05:00:12
77.246.227.22:2009-04-27T06:02:18-05:00:13

Apr 27   Apr 29

Apr 26   May 3

200 OK

image credit to IBM

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.

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.

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
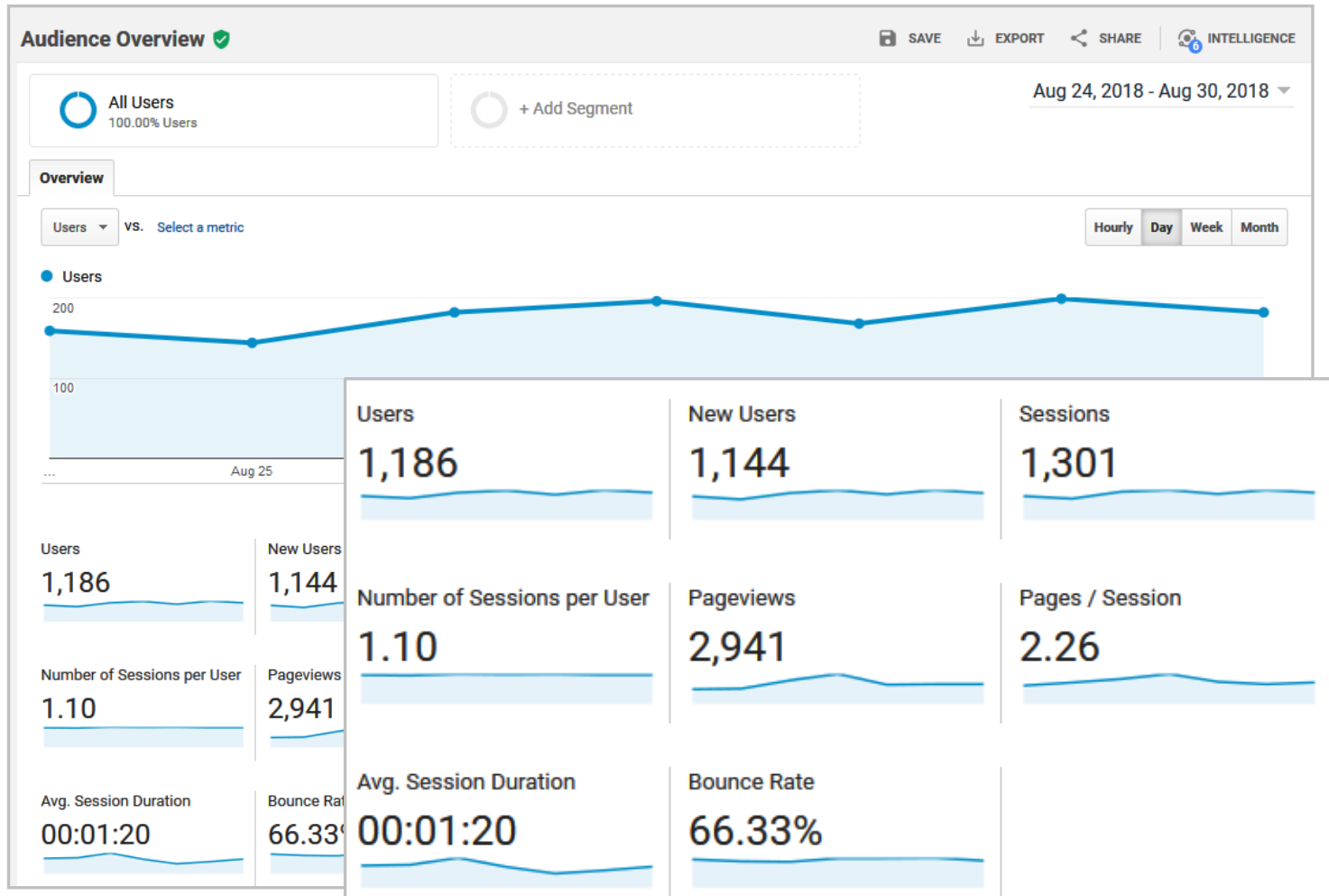
How does Google Analytics display data?

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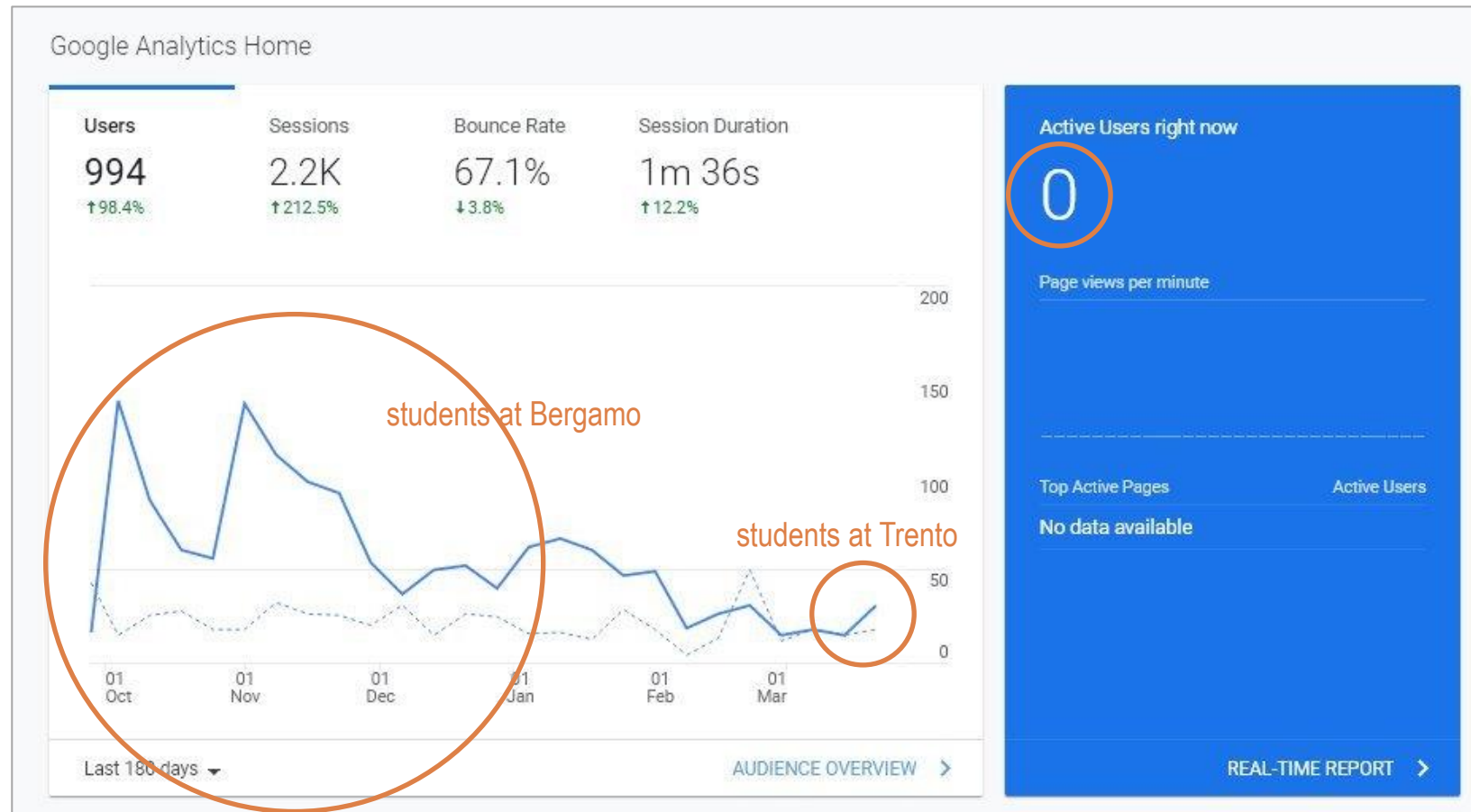
This was the situation of the website where your lecturer's material is available as retrieved on Saturday, March 27, 2021, 11.28am.

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

(None on Saturday, understandably!)

Yet another Google Analytics dashboard

Traffic Channel | Source / Medium | Referrals

Peak before a lecture.
More than 50% from other sites
(most likely from Moodle).
Some 10% direct (likely from
the site itself).

• Direct • Organic Search • Referral • Other

Last 7 days ▾   ACQUISITION REPORT ›

Sessions by country

Italy
United States
China
Germany

0% 10% 20% 30% 40%

Last 7 days ▾   LOCATION OVERVIEW ›
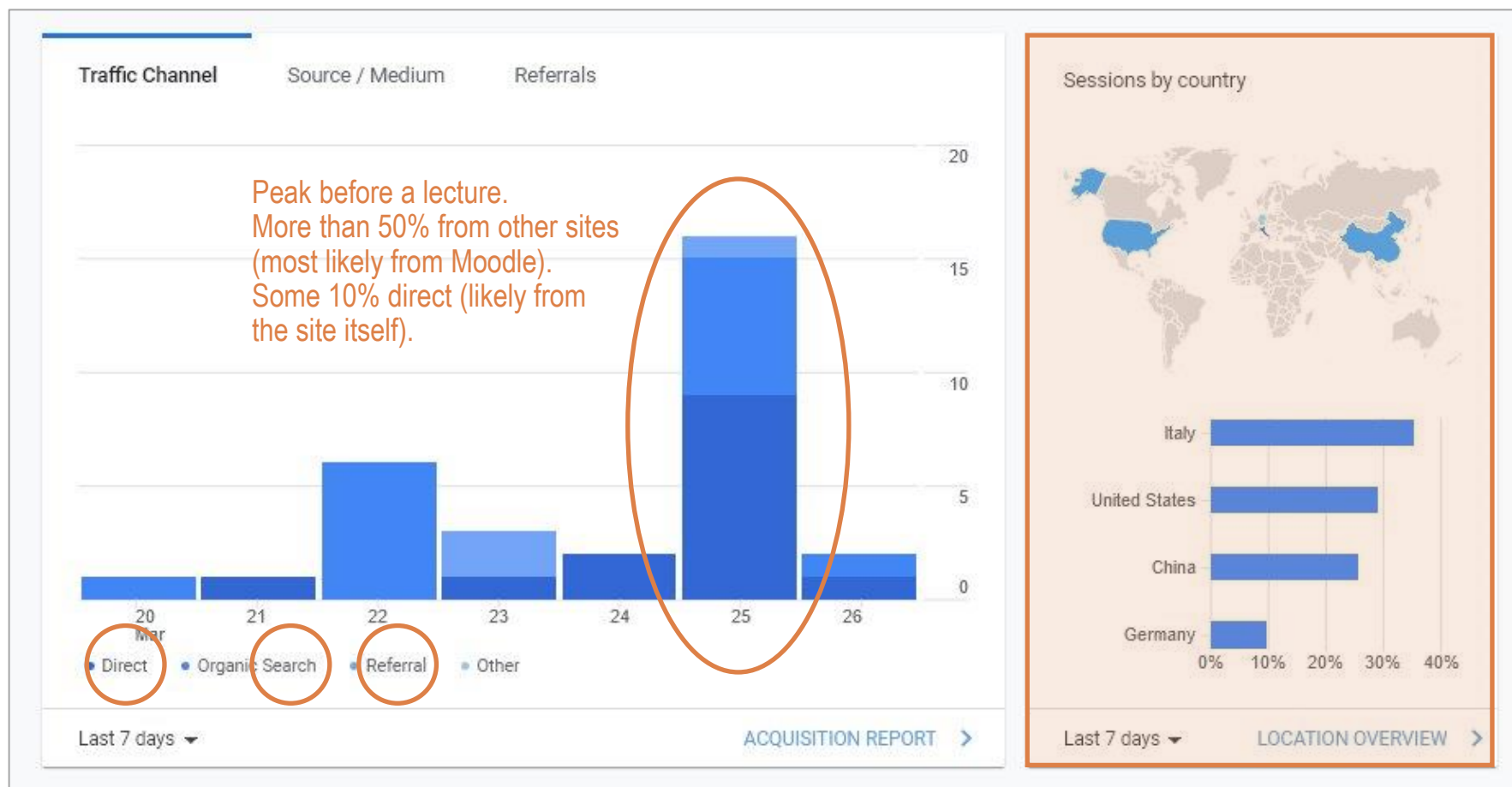
How visits by students at Trento reached the site:
- **direct** links (from somewhere)
- **from search engines** ("organic" means not through advertisements) or
- **referral** (from other sites) and their **origins**.

Google Analytics on language and countries

Google Analytics also displays reports on language and geography.

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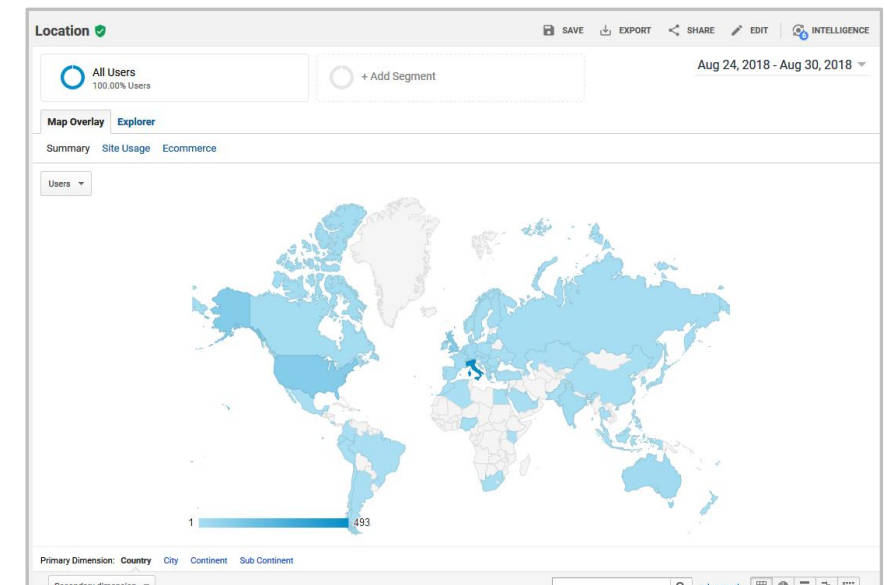
Had your lecturer paid for Ads, demographics and interest reports would have appeared.

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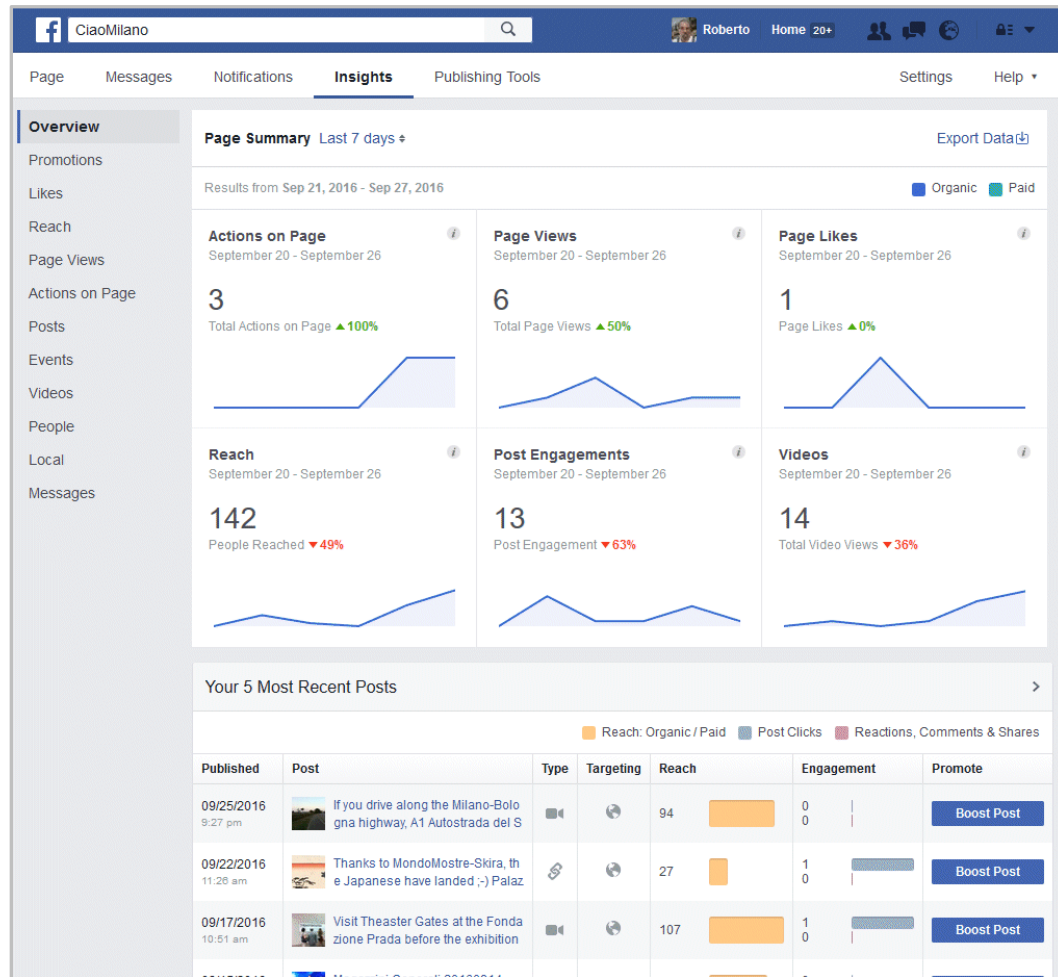
All this refers to every webpage. But social networks' webpages are logged and can be analysed, too.

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?

Facebook Profiles vs. Facebook Pages

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

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.

Groups

You must have 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 —

Facebook pages are a bit like small websites.

It makes sense that they provide managers with statistical data.

Insights, in fact.

Was this helpful?
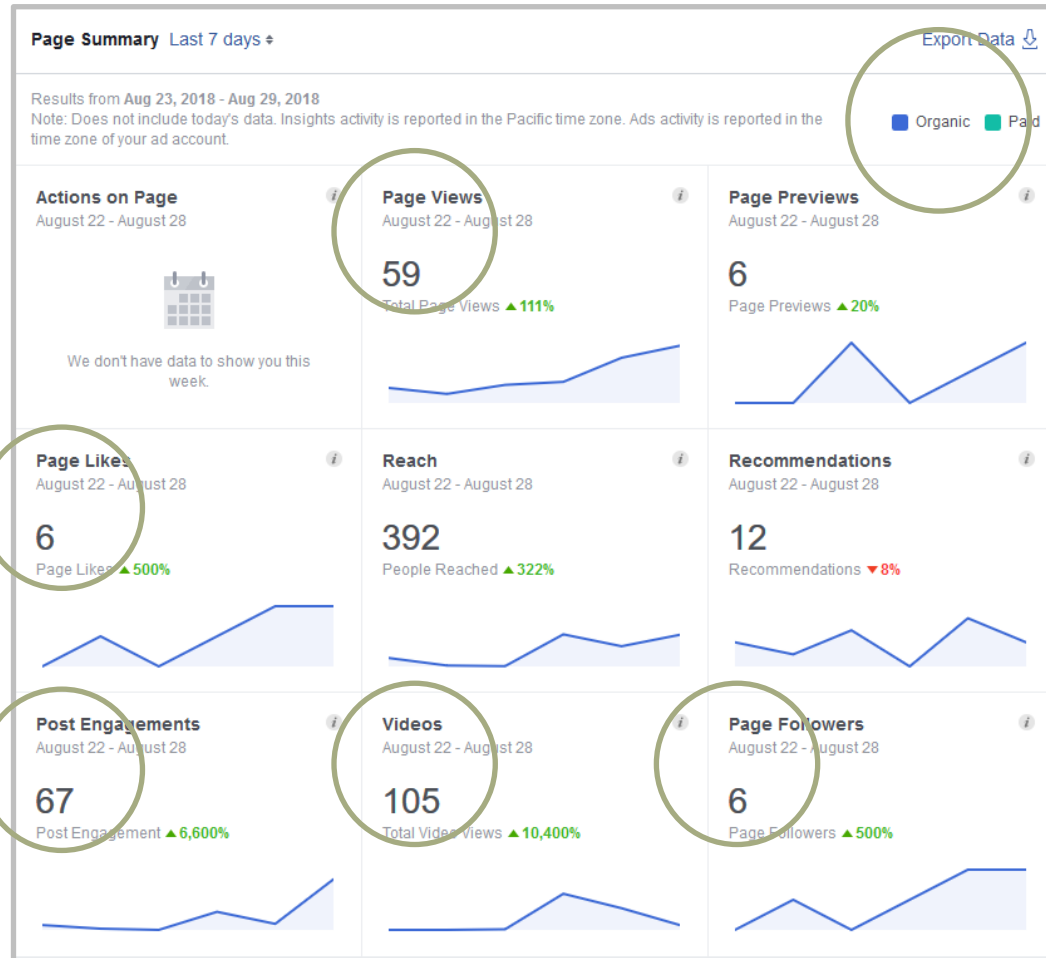
☺ Yes   ☺ No

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

Published	Post	Type	Targeting	Reach ⓘ		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		Boost Post

Your 5 Most Recent Posts ›

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

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?

Insights: engagement

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

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

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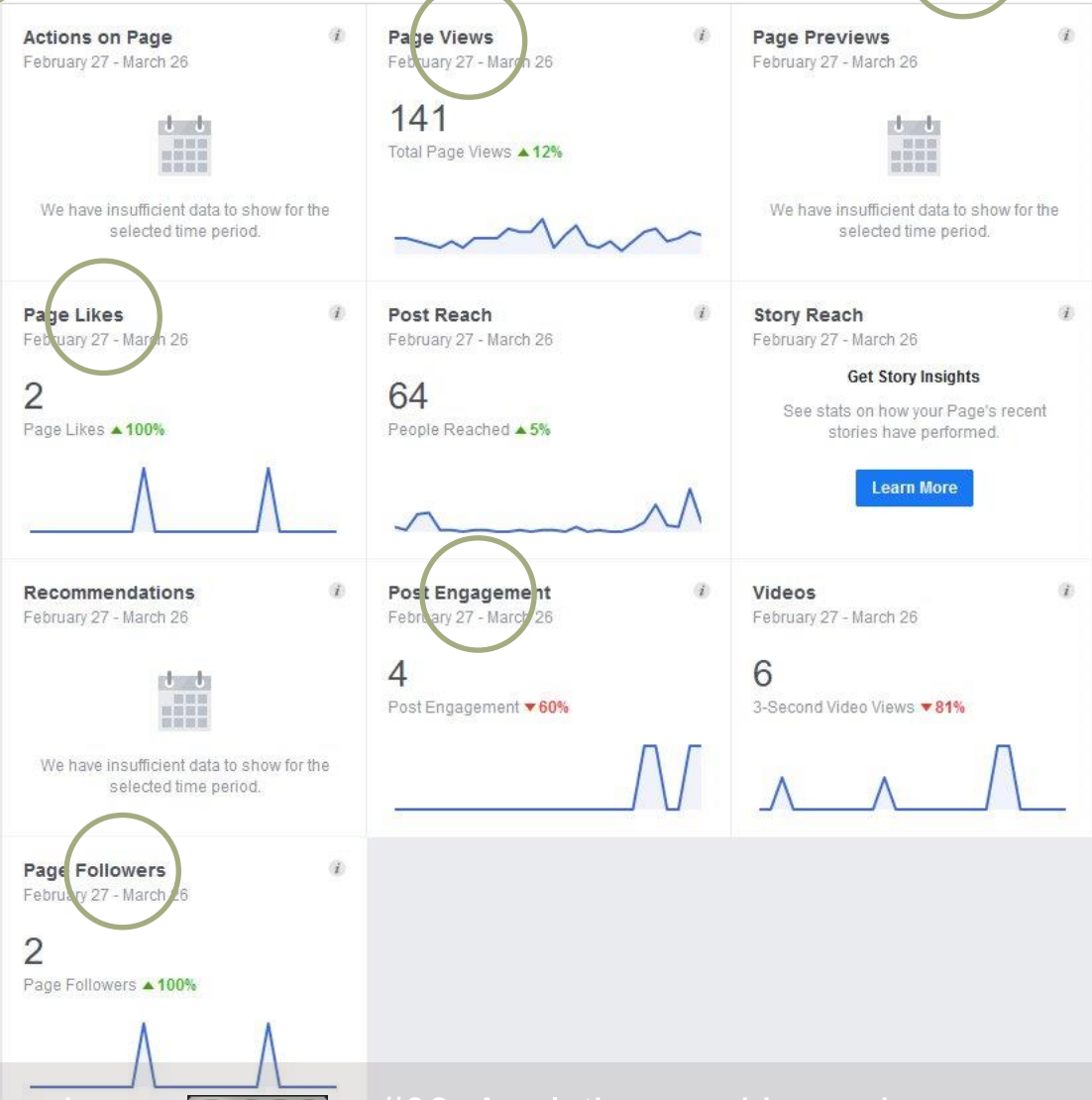
Insights about the CiaoMilano Facebook page on Saturday, March 27, 2021, 4.32pm

- 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.

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.

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
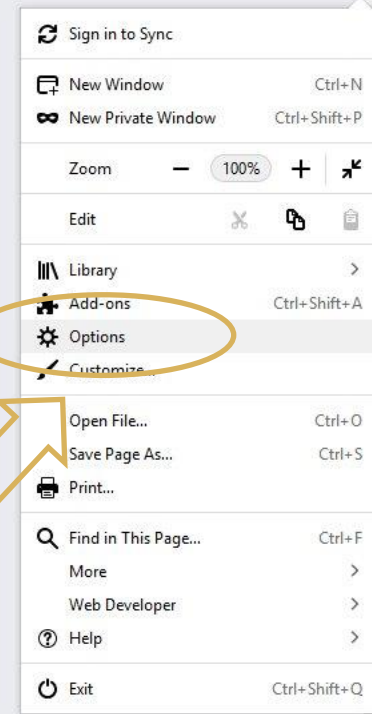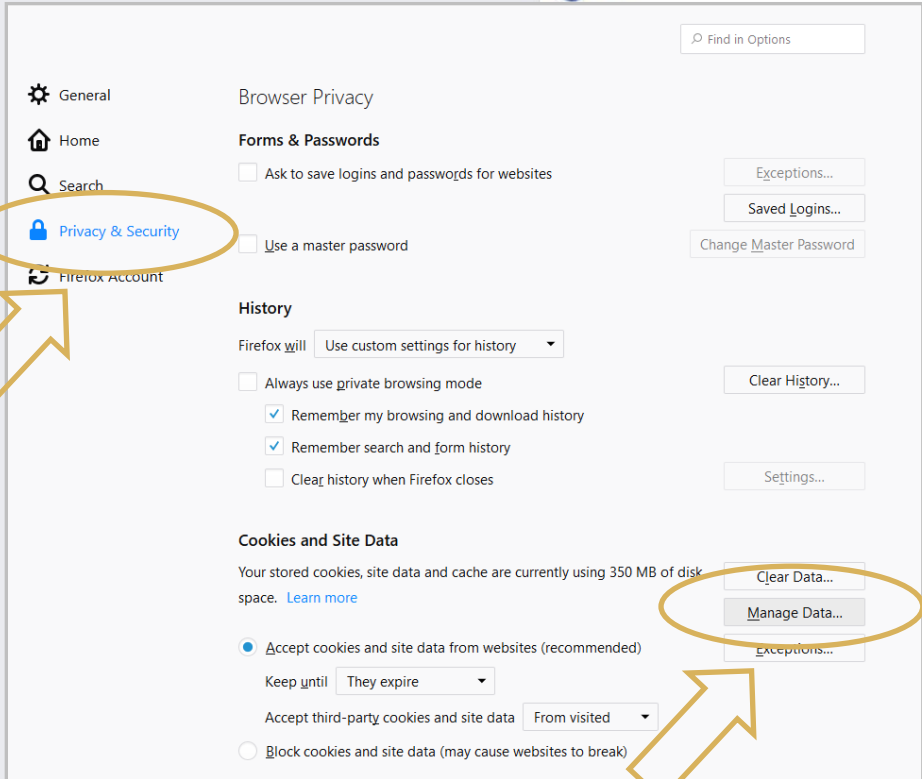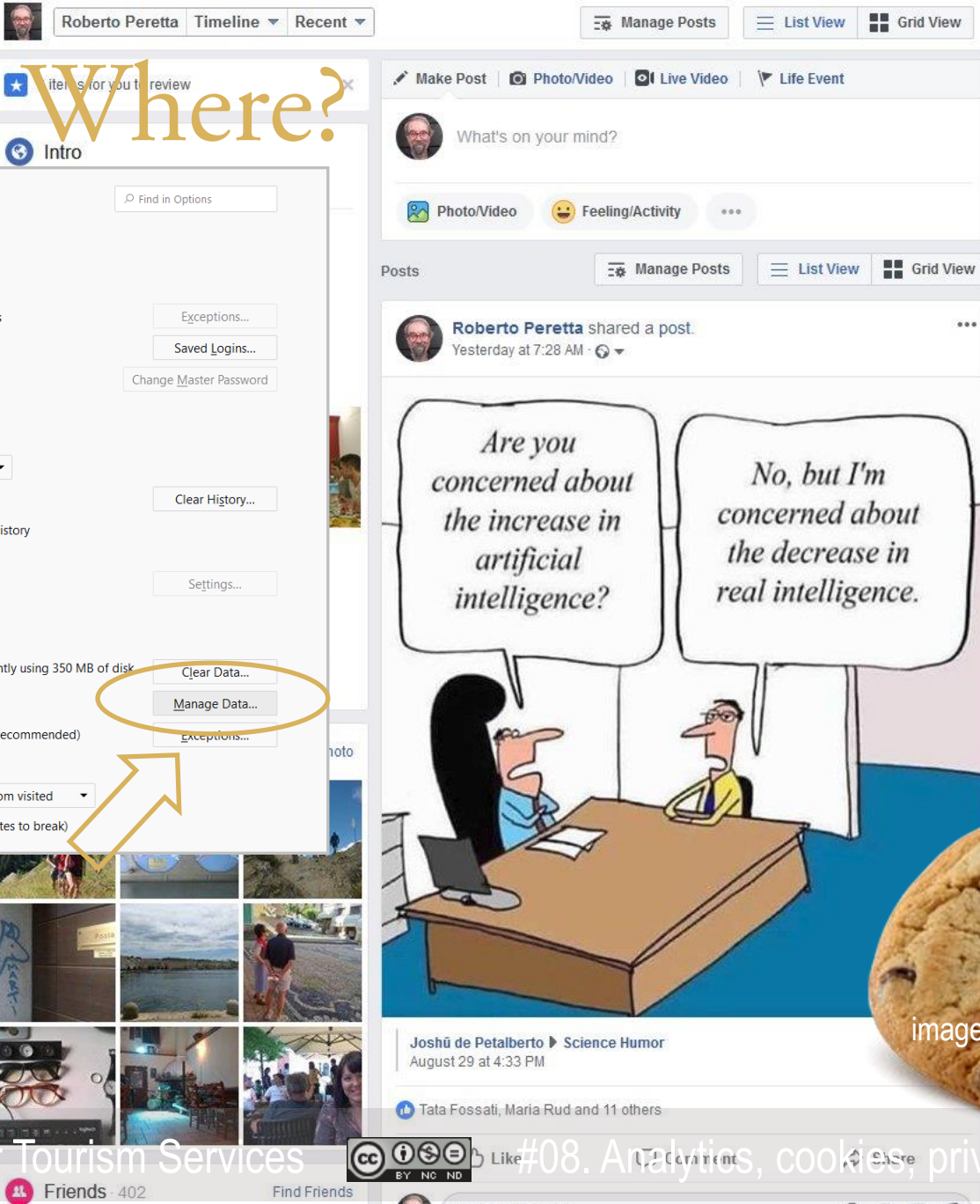
Cookies. Where?

image credit to cookiedelivery.com

Cookies. Where are they?

page 32

Roberto Peretta. IT for Tourism Services   #08. Analytics, cookies, privacy   32

Deleting Cookies

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.

Google serves cookies to analyse traffic to this site. Information about your use of our site is shared with Google for that purpose. See details OK

Helping publishers with cookie consent

Google serves cookies to analyse traffic to this site. Information about your use of our site is shared with Google for that purpose. See details OK

Why is this important?

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.

Which cookie

Il Sole 24 ORE

+ Cookie di funzionalità

+ Cookie per pubblicità mirata

+ Archiviare e/o accedere a informazioni su un dispositivo

+ Dati di geolocalizzazione precisi e identificazione attraverso la scansione del dispositivo

+ Annunci e contenuti personalizzati, valutazione degli annunci e del contenuto, osservazioni del pubblico e sviluppo di prodotti

+ 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

Sezioni   Edizioni Locali ⌄   Servizi ⌄   Meteo: **Milano**12° ☁   ABBONATI   👤 Accedi

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. Your choice applies only to this site.

> **Automattic Ads** — ✕ Deny | Accept

> **Avocet Systems Limited** — ✕ Deny | Accept

> **Axel Springer Teaser Ad GmbH** — ✕ Deny | Accept

> **Axiom Media Connect** — ✕ Deny | Accept

> **Axonix LTD** — ✕ Deny | Accept

⌃ **Azerion Holding B.V.** — ✕ Deny | Accept
Privacy Policy ↗
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

> **B2B Media Group EMEA** — ✕ Deny | Accept

> **BEINTOO SPA** — ✕ Deny | Accept

Back | Purposes | Save

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

Privacy management by RCS Media Group

In short: "necessary" cookies

Privacy Policy	**Necessary** 🟢
Necessary	Necessary cookies are crucial for the basic functions of the website and the website will not work in its intended way without them.
Functional	
Analytics	These cookies do not store any personally identifiable data.
Performance	
Advertisement	
Others	

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

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

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

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.

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.

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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