



matomo camp

# How to stay compliant with privacy regulations with Matomo Analytics.

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# Today's Agenda

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## Key takeaways:

- Personal data and the need for privacy regulations.
- Digital Analytics done right: don't feed Google with your users data.
- Matomo: privacy by design principles
- GDPR Tool
- Next steps: how about getting control over your analytics data?

# About me

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## Silva Arapi:

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# Everyone is after the DATA

Nowadays, data fuels business decision making.

*"Data is the new oil"*

With high quality and volume of data companies can build **personalized customer experiences**, **automated marketing messaging**, and **science-driven insights**, which can give them competitive advantage.

# Privacy compliance

## WHY IS IT IMPORTANT?

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Privacy compliance is a company's accordance with established personal information protection guidelines, specifications or legislation.

Privacy compliance has become a prevalent business concern due to an increasing number of high-profile regulations, including the European Union's (EU) General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), designed to protect unauthorized access to personally identifiable information (PII).

# Digital Analytics in the GDPR era...



# GDPR

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The General Data Protection Regulation (GDPR) is a regulation which strengthen and unify data protection for all individuals within the European Union (EU).

GDPR compliance is a long process composed of several obligations, which are applicable in every case that you process **personal data**.

If you are processing personal data, you should do so by following specified **Data Protection Principles**.

If you are processing personal data, you should have a legal bases for doing so, and you should communicate this to your data subjects.

# PII

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Personally identifiable information (PII) is defined as any information that can be used to identify a person's identity.

## PII:

- Full name/usernames
- Home address/ mailing address
- Email address
- Credit card numbers
- Date of birth
- Phone numbers
- Login details
- Precise locations
- Account numbers
- Security codes (including biometric records)

## Personal data:

- IP addresses
- Cookies identifiers
- Page URL or page titles
- User ID and Custom "personal" data
- Ecommerce order IDs
- Location
- Heatmaps & Session Recordings



# GDPR

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## Personal data

Do you need to host personal data?

You have the option configure Matomo to NOT collect any personal data. [1]. By doing so, you can save yourself a lot of time and resources.

If you do not collect personal data, and enable cookie-less tracking, you can **avoid consent screens**, which can be annoying to your visitors.

# GDPR

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## Consent Screens

### Why you don't need them with Matomo?

Use Matomo without needing any cookie or tracking consent.

Privacy legislations such as the GDPR and ePrivacy often require you to display a banner asking for cookie or tracking consent before tracking visitors' data.

- Visitors aren't tracked across websites (as in the case of GA)
- Visitor can't be tracked across different days within the same website
- User profiles cannot be generated when cookies are disabled
- The data is not used for any other purpose than analytics (GA uses it for other purposes and always requires consent)
- This only applies if you don't track any personal data and have enabled cookie-less tracking

# GDPR

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To be compliant with GDPR, a data subject can exercise the different rights.

- Right to be informed
- Right of access
- Right to erasure
- Right to rectification
- Right to data portability
- Right to object
- Right to withdraw consent

The specifications of these new legislations, put more pressure on companies of all sizes, to take appropriate measures to stay compliant.



## Why should you consider a Google Analytics alternative?

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### SHARING DATA WITH GOOGLE

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You will be sharing this data with Google, who can then use it for their own purposes, such as user profiling, which can be considered a threat to privacy.

### ANNOYING TRACKING CONSENT SCREENS

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With Matomo you can avoid it.

### YOU DON'T HAVE DATA OWNERSHIP

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The data will belong to Google, you cannot host Google Analytics, or own the data.

### FLEXIBILITY

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Open Source - you have the freedom to customize the software according to your needs, develop your plugins, and host it on your premises.

You have other hosting options such as Matomo cloud.

You will be independent from Google's pricing models.

# Why Matomo?

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Added benefits of using  
Matomo

- 100% Data Ownership
- Compliance with worldwide privacy laws – HIPAA, CCPA, LGPD, and PECR.
- User-Privacy Protection
- Reliable & Secure
- Host On-Premise or on Cloud

# Protect your users privacy (1/2)



How Matomo makes compliance easier.

- **Data anonymization** - with privacy by default in mind, Matomo implements a range of data anonymization techniques, such as not recording the full IP address of your visitors.
- **GDPR Manager** - to make compliance easier.
- It can be configured to not process personal data or PII
- There's the option to configure Matomo to automatically delete logs from the database.
- Supporting the Do Not Track preference

## Anonymize Tracking Data

✓ Anonymize Visitors' IP addresses

Select how many bytes of the visitors' IPs should be masked.

- 1 byte(s) - e.g. 192.168.100.xxx
- 2 byte(s) - e.g. 192.168.xxx.xxx *(Recommended)*
- 3 byte(s) - e.g. 192.xxx.xxx.xxx
- Fully mask IP address

Also use the Anonymized IP addresses when enriching visits.

- Yes *(Recommended for privacy)*
- No

Anonymize the last byte(s) of visitors IP addresses to comply with your local privacy laws/guidelines. Select "Yes" if you want Matomo not to track fully qualified IP-Addresses.

Note: Geolocation will have approximately the same results with 1 byte anonymized. With 2 bytes or more, Geolocation will be inaccurate.

Plugins such as Geo Location via IP and Provider improve visitor's metadata. By default, these plugins use the anonymized IP addresses. If you select 'No', then the non-anonymized full IP address will be used instead, resulting in less privacy but better data accuracy.



# Protect your users privacy (2/2)

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How Matomo makes compliance easier.

- Option to disable Live features
- Disabling tracking cookies
- Users can opt-out of all tracking
- Capabilities to delete visitor data when requested
- The data is not used for any other purposes (compared to Google Analytics)
- Visitor log and profiles can be disabled
- Data is stored in the EU (Matomo Cloud) or in any country of your choice (Matomo On-Premise)

# Matomo GDPR Manager

Developed to ensure websites are fully compliant with this regulation.

- Right of access
- Right to withdraw consent
- Supports “Do Not Track”
- Right to data portability
- Right to object
- Delete historical data
- Right to erasure
- Anonymizing features
- Anonymize historical data

# GDPR Tool

## Individuals' rights

Exercise the rights of your users with our GDPR-friendly procedures:

1. The right to be informed: inform your users with a clear privacy notice.
2. The right of access: [search for a data subject](#) and export all of their data.
3. The right to erasure: [search for a data subject](#) and delete some or all of their data.
4. The right to rectification: you can [search for a data subject](#) and delete some or all of their data.
5. The right to data portability: [search for a data subject](#) and export all of their data.
6. The right to object: [let your users easily opt-out](#) on your privacy policy page.
7. If you offer online services to children and rely on consent to collect information about them, then you may need a parent or guardian's consent in order to process the children's personal data lawfully.

## Search for a data subject

Select a website

▼ ALL WEBSITES

Find data subjects by

User ID	▼	Is	▼	Value	✕
<hr/>					
OR					
+Add <b>OR</b> condition					
AND					
+Add <b>AND</b> condition					

FIND MATCHING DATA SUBJECTS

# Excercising Data Subject's rights:

1. Right to be informed: you should communicate your data processing practices in your privacy policy.
2. Right of access: after searching the Data by using the GDPR tools, we can export the matching results, and send it to the data subject.
3. Right of erasure: GDPR Tools - Search - Delete Selected visits

EXPORT SELECTED VISITS

DELETE SELECTED VISITS

# Excercising Data Subject's rights:

4. Right to rectification: this can be achieved by accessing and modifying the records in the Matomo database.
5. Right to data portability: you can send the export of the data to your data subject by following a similar procedure as in the Right of access.
6. Right to object - applicable when processing personal data with legitimate interest as a lawful basis. You should offer an opt-out feature.

Customize the Opt-out iframe

Font Color:  Background Color:  Font Size:  px  Font Family:

# Exercising Data Subject's rights:

## 7. Right to withdraw consent

This right applies only if you are processing personal data based on consent and using the Matomo consent feature.

Under GDPR, if a user gave you her/his consent, you have to provide them a way to withdraw it.

# **Migrating from Google Analytics to Matomo?**

Yes, that's possible. There are a few simple steps that you should follow, and you'll get control over your analytics. Refer to the resources' page for the detailed guide.



# Resources

1. **How to NOT process PII with Matomo:** <https://matomo.org/blog/2018/04/how-to-not-process-any-personal-data-with-matomo-and-what-it-means-for-you/>
2. **Protect your visitor's privacy:** <https://matomo.org/blog/2020/05/11-ways-piwik-analytics-helps-protect-visitors-privacy/>
3. **Avoid consent screens:** <https://matomo.org/cookie-consent-banners/>
4. **GDPR user guide:** <https://matomo.org/docs/gdpr/>
5. Migrating from GA to Matomo: [https://matomo.org/faq/how-to/faq\\_102/](https://matomo.org/faq/how-to/faq_102/)

Thank You!

Questions time :)