

# Policy Document for Google Analytics 4

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## 1. Introduction

Welcome to our Policy Document. This document outlines how we use Google Analytics 4 (GA4) to collect, process, and utilize data from your interactions with our website and/or app.

## 2. Data Collection

- **Types of Data Collected:**
  - **User Interactions:** Data such as page views, clicks, and purchases.
  - **Technical Information:** Includes browser type, device type, operating system, and language.
  - **Traffic Sources:** Information on how users arrived at our site, including search engines, referral links, and ads.
- **Method of Collection:**
  - We use GA4 tracking codes embedded on our website and/or app to collect data.
  - Events and user interactions are tracked and sent to Google Analytics servers for processing.

## 3. Data Processing

- **Event Tracking:**
  - GA4 tracks user interactions as events. Events are automatically collected or can be custom-defined for specific interactions (e.g., purchases, form submissions).
- **Data Aggregation:**
  - Data is aggregated and anonymized before processing.
  - We use GA4's reporting features to analyze aggregated data for insights into user behavior and website performance.

## 4. Data Usage

- **Purpose:**
  - To analyze user behavior and interactions to improve our website and app performance.
  - To understand the effectiveness of marketing campaigns and user engagement.
- **Reporting:**
  - We generate reports on user activity, traffic sources, and other metrics to inform business decisions and strategy.

## 5. Data Sharing and Security

- **Sharing:**
  - We do not share your data with third parties, except as necessary to comply with legal obligations or to support the functionality of our website and app.
- **Security Measures:**
  - We implement security measures to protect your data from unauthorized access or disclosure.
  - Data stored in Google Analytics is encrypted and protected according to Google's security policies.

## 6. Data Retention

- **Retention Period:**
  - Data is retained according to Google Analytics' data retention settings. By default, GA4 retains data for 14 months, but this period can be customized.
- **Data Deletion:**
  - You can request data deletion or opt-out of data collection by adjusting your settings or contacting us.

## 7. User Rights

- **Access and Correction:**
  - You have the right to access and correct any personal data we hold about you. You can request this by contacting us.
- **Opt-Out:**
  - You can opt out of GA4 tracking by using browser extensions or settings that block Google Analytics.

## 8. Changes to This Policy

We may update this policy from time to time. Any changes will be posted on this page with an updated revision date.

## 9. Contact Us

If you have any questions or concerns about this policy or our use of Google Analytics 4, please contact us at [contact@example.com](mailto:contact@example.com).