

Google Analytics User Access Policy



Consumer Financial
Protection Bureau

August 2014

1. Purpose

The purpose of this document is to establish a regulated procedure for applying for access to relevant areas of the CFPB Google Analytics account. This procedure includes:

- How to request access to the Google Analytics account
- Restrictions on usage of Analytics data

By putting a request process in place, new users will be able to access data independently of the Digital Analytics team, and retrieve data for internal review. Access to the Google Analytics account will be strictly read-only in order to maintain data integrity.

2. Requesting access to CFPB's Google Analytics account

To access CFPB's Google Analytics account, the requestor must first obtain a gmail account that is specific to CFPB. An example account might look like the following: name.cfpb@gmail.com. Once a specific CFPB account has been created, please share the account name and signed Google Analytics access policy with the Digital Analytics team.

3. Restrictions on Google Analytics usage

By requesting access to CFPB's Google Analytics account, you are agreeing to abide by the regulations set out below.

According to Digital Analytics Team policy, only members of the Digital Analytics team who have passed the Google Analytics Individual Qualification exam within the past 18 months may be granted the ability to edit, report, and share data available within CFPB's Google Analytics account. Requestors will be granted read-only permissions within a certain view (i.e. profile) that is tailored to their specific needs, and may not utilize data found within Google Analytics to create reports, share data with others, or change any settings within the account.

This access is meant to give requestors real-time insights into site performance and metrics to help guide decision making and strategy, but it is not meant to replace official reports from the Digital Analytics Team. The Digital Analytics Team must be the source of any data that is intended to be shared, reported, or included in a presentation.

Requestors are required to abide by these terms. Failure to do so will require immediate forfeiture of authorization to the account.

4. Agreed to Parties:

The following team members agree to uphold this policy and will be responsible for renewing the policy every year.

Print Kimberly Munoz Sign  Date 6/8/2015

Print _____ Sign _____ Date _____

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