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Snoobi Analytics is a fully European-owned provider of complex and GDPR-compliant web analytics.

We provide analytics and consulting services to many public sector, business-to-business and business-to-consumer clients.

Our mission is to enable organizations to collect and gather online first party data for creating new and actionable insights so they can optimize their business and marketing without compromising GDPR compliancy or data ownership.

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GDPR-facilities for website owner

- Granularity in tracking code
 - No 3rd party cookies
 - Only 1st party or session cookies
 - Work without any cookie storage
- Setup page where visitors can check their own visitor id/cookie if that exists
- Honor the DNT-setting from the browser
- No storage of IP-addresses that can be identified



Facilities for
website owner

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**GDPR-
compliance**

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No data compression

- Snoobi Analytics stores and maintains all hits to your website in full detail
- The standard retention period is 25 months but that can be extended to over 10 years if needed
- This also means that settings can be done at any time after initial implementation and reports reflect these latest settings



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Full 1st party data ownership

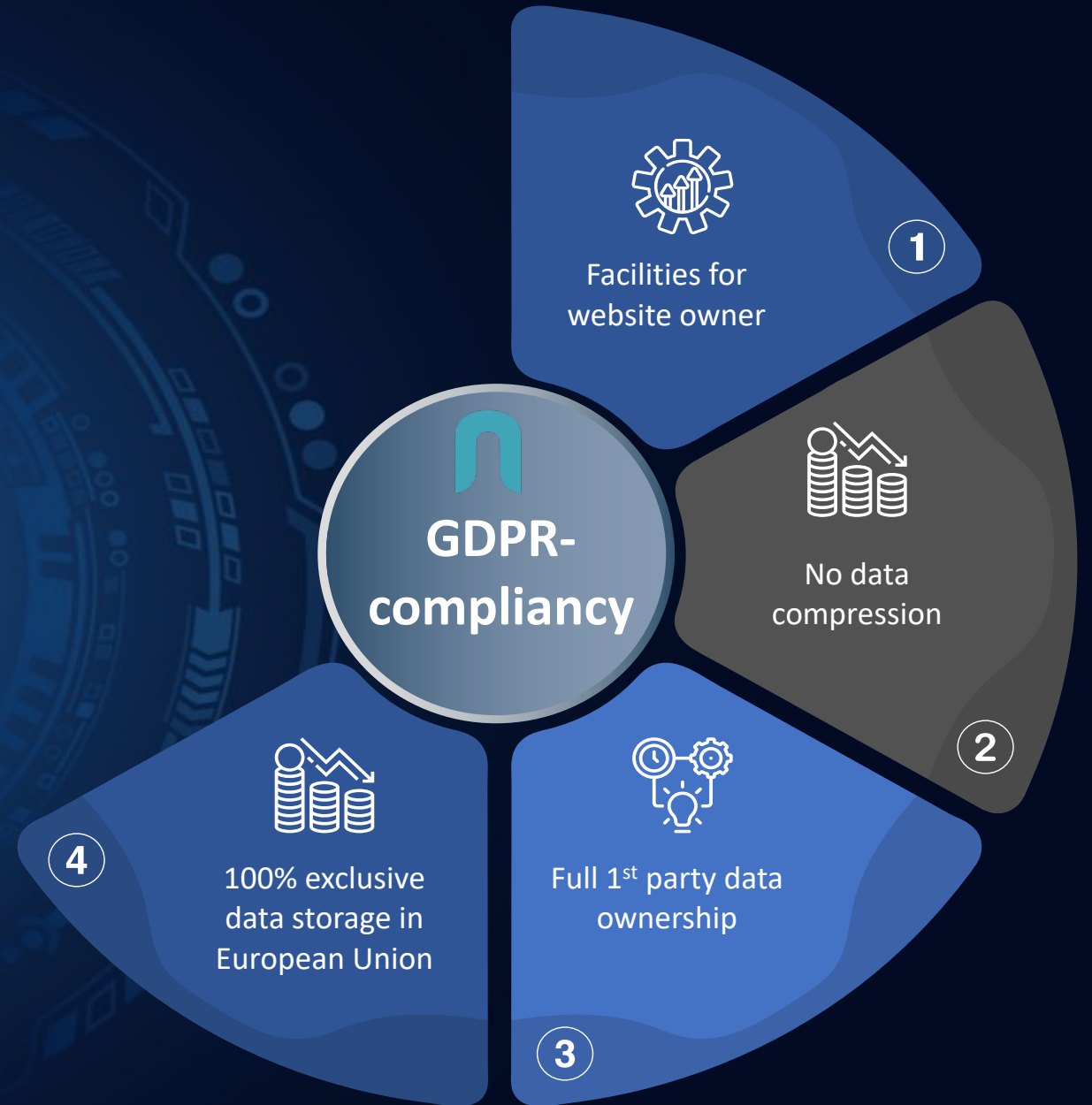
- Your data is yours and yours alone
- Snoobi will never use the data for any other purpose than to provide the analytics service
- Any metric is accessible through the Snoobi Datafeed in json or csv if needed for external reporting



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100% European Union data storage

- Our servers are located in Germany and Finland
- Servers and data are secured with the latest technologies and constantly monitored
- Clients can choose to use the Snoobi Private Server environment for full physical isolation from other clients' data



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Facilities for website visitor

- Use Do-Not-Track browser setting
- Use the provided Snoobi tool to request insight in the data stored by the website (if any)
- Request can be made to completely remove stored information that can be traced back to an individual, also when initial consent was given



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Privacy for website visitor

- Even when cookie consent is given, IP-addresses are anonymized and cannot be traced back to an individual
- Policies and monitoring by Snoobi's Data Protection Officer prevent website owners to add privacy-sensitive elements in tracked data 'by mistake'
- Consent can always be revoked and requests to delete private data are always honored



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Your professional
European Analytics partner



Visit <https://snoobi.com> for more information