Google Analytics 4, marketing data tracking and cookie updates – helping you get ready for change!

20 July 2022

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Webinar Housekeeping

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This webinar is being recorded. Look out for the webinar recording in a follow up email

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Your hosts

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Agenda:

Upcoming changes in ad tech – GA4 & Privacy Sandbox

An understanding of issues your business may face if relying on cookies

What do you need to do now?

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Upcoming changes

The rise in concern on how data is used, and consumer expectation on privacy has led to industry and regulatory changes which will in turn impact your digital marketing efforts and conversion measurement going forward.

Key changes are...

Google Analytics 4 – the only form of data collection for Google from July 2023

Browser restrictions on use of third party cookies

Privacy – increased focus on user control and security

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Quick reminder...

Personal Data

'Personal data' means any information relating to an identified or identifiable natural person

First Party

Set directly by the website the user is visiting, these cookies are used for several useful things set to be useful to the user

Third Party

Set by a domain other than the one the user is visiting. Third party cookies are placed on a website to monitor a user's journey

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Google Analytics 4 (GA4)

What's happening?

- 'Sunsetting' of Universal Analytics (UA) as of **1st July 2023 -** from this point onward all website data will be collected through **Google Analytics 4 (GA4)**

What are the key changes?

- No more multiple views – all data is stored under one property, per data stream

- Includes multiple attribution models and **event** based data for a better understanding of how your customers reach you

- Does not rely exclusively on cookies, and will use machine learning and statistical modelling to fill in the data gaps where cookies are not accepted

- IP addresses of users will not be tracked by default

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Google Analytics 4 (GA4)

How will this affect you?

- You have to switch over by **1ˢᵗ July 2023** if you wish to continue recording data in your google properties

- You will have to actively acknowledge that you comply with the necessary privacy disclosures and rights about collecting data about your end users

- As a business, some of your marketing and conversion data will be based on modelling and not true customer data

User Data Collection Acknowledgement

I acknowledge that I have the necessary privacy disclosures and rights from my end users for the collection and processing of their data, including the association of such data with the visitation information Google Analytics collects from my site and/or app property.

I acknowledge

ISSUE: The death of Third Party Cookies

What does the death of the third party cookie refer to?

- In 2021 Google announced that its Chrome browser would phase out third party cookies by late 2023. However, Google is late to the party, with Safari and Firefox browsers already implementing this change back in 2019.

Why is it such a big deal that Google's doing it?

- Googles chrome browser controls about 66% of the browser market, meaning the phase out of this cookie will be a more noticeable change.

- Googles digital advertising on chrome currently relies heavily on third-party cookies to track website activity and serve targeted media ads.

Why has Google been slow to implement this change?

- Google makes most of its money from advertising. Removing third- party cookies without a replacement in place would damage their business model.

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What is happening to bridge the Third Party Cookie gap?

The Privacy Sandbox

What is it?

- Is an initiative announced by Google in 2019 with the aim of creating a way for websites to access user information without compromising privacy.

What does it cover?

- The Privacy Sandbox is not one thing, but rather a group of proposals with solutions to cover four main areas:
    - Ad targeting
    - Ad delivery
    - Ad performance reporting
    - User privacy

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1. Ad targeting

Two key proposed solutions:

1. TOPICS - works to learn about your interests as you move around the web, without collecting personal data.

2. TURTLEDOVE - works to retarget customers without the need for third-party cookies.

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2. Ad delivery

Two of the proposed solutions

1. **FENCED FRAMES -** would deliver ad code to a specific landing page without gathering any information.

2. **THE TRUST TOKEN API** would enable advertisers to identify trusted users without using tracking technology

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3. Ad performance reporting

Two of the proposed solutions

1. ATTRIBUTION REPORTING- to measure when an ad click or view leads to a conversion

2. CONVERSION MEASUREMENT- will allow advertisers to find out whether users were converted

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4. User privacy

The proposed solutions

1. SAMESITE - help browsers identify third-party cookies.

2. PRIVACY BUDGET- limits the use of information so sites can't collect enough information to identify an internet user personally.

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Some online stats about cookies and consumer knowledge

1

In 2020/2021 the ICO received 1837 complaints about cookies.

2

The largest fine for violation or non-compliance of GDPR was for Amazon in July 2021 of €746m

3

Study by the DMA, found that 79% of people claim that transparency about how their data is used is important when sharing their personal data

4

In 2019, Statista found that of 680 UK website tested in a study, only 12% were compliant with GDPR, and that the CMP's they used did not meet the requirements of the law

3. https://dma.org.uk/uploads/misc/dma---uk-data-privacy-2022.pdf
4. https://www.statista.com/statistics/1174350/cookies-compliant-with-the-gdpr-uk/

What must a cookie banner include? (PECR & DPA 2018)

Give the user the option to accept or reject non-essential cookies with both options having equal prominence

Provide the option to **select or deselect any non-essential cookies**

Provide **clear and comprehensive information**

Have **separate 'consent' mechanism** from other terms and conditions.
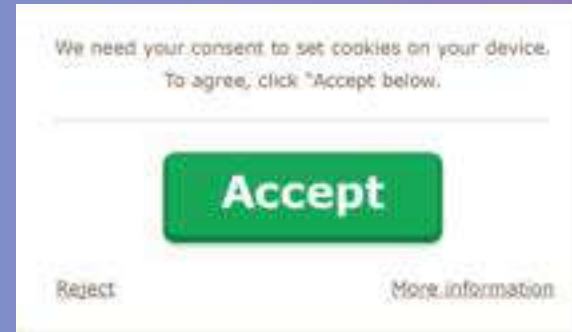
Fines for non-compliance

PECR
Up to £500K

DPA 2018
>£17.5m or 4% annual worldwide turnover.

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Examples of non-compliant cookie banners

Controls are present but not equally prominent →

We need your consent to set cookies on your device.
To agree, click "Accept below.

Accept

Reject   More information

No option for user to make a choice (even if controls are in 'more information') →

We need your consent to set cookies on your device.
To agree, click "Accept below.

Accept

More information

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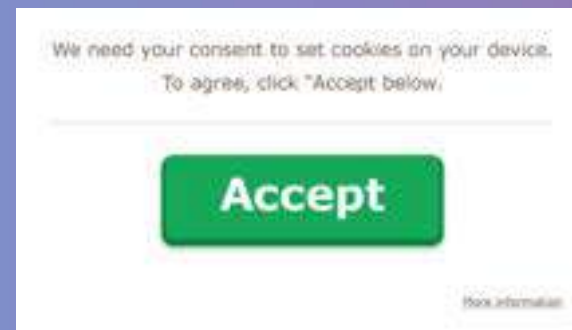
Example of a compliant cookie banner

Separate 'accept' and 'reject' buttons, with equal prominence

Granular choice with clear explanations

Our use of cookies

We use necessary cookies to make our site work. We'd also like to set analytics cookies that help us make improvements by measuring how you use the site. These will be set only if you accept.

For more detailed information about the cookies we use, see our Cookies page.

Accept all cookies   **Reject all cookies**

Necessary cookies

Necessary cookies enable core functionality such as security, network management, and accessibility. You may disable these by changing your browser settings, but this may affect how the website functions.

Analytics cookies   Off

We'd like to set Google Analytics cookies to help us improve our website by collecting and reporting information on how you use it. The cookies collect information in a way that does not directly identify anyone. For more information on how these cookies work please see our 'Cookies page'.

Save and close

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Using cookies – what should you be doing?

1. Check your policies:

- Clear and comprehensive information (privacy notice + cookie notice)

2. Ensure that users can manage their preferences:

- Users must be able to update preferences – consent must be as easy to withdraw as it is to give...

3. Consider whether you have 'consent' for your purposes?

- Consent must be specific and informed...

4. Be aware of the changing laws:

- Data Reform Bill
    - browser based settings;
    - fines increasing to DPA 2018 levels; and
    - no consent for required for basic functional and analytics

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What do you need to do now?

Check your policies and banners are compliant

Lay your foundations on Google

Know your cookies!

Consider your data strategy

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Thank you!

If you have any questions, please contact:

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