**What personal data does Google Analytics collect?**

Google Analytics works by means of tracking code that is added to the pages of your website. Every user is registered with a unique ID, so that Google Analytics can provide you with insight into how many unique visitors there are to the site, for example, and how many users return.

With Google Analytics, one can survey how often any single user has visited the website, what pages they visited, for how long they stayed and how they interacted with the site.

Combined with their enormous statistical data on internet users, Google Analytics can provide very precise information on what segments your website attracts according to demographics such as age, gender, professional and private interests, geographical location etc.

An accurate overview of what data Google Analytics actually tracks is [difficult to get hold of](https://stackoverflow.com/questions/27820833/what-data-is-collected-by-google-analytics-by-default), as it is constantly developing and improving, and Google does not provide transparency about their methods.

According to their [Google Ads Data Protection Terms: Service Information](https://privacy.google.com/businesses/adsservices/), Google Analytics collects the following types of personal data:

* Online identifiers including cookie identifiers
* internet protocol addresses and device identifiers
* client identifiers

To get a general picture of what data Google is gathering, you may take a look at [Google’s privacy policy](https://policies.google.com/privacy?hl=en-US):

*We collect information to provide better services to all our users — from figuring out basic stuff like which language you speak, to more complex things like which ads you’ll find most useful, the people who matter most to you online, or which YouTube videos you might like. The information Google collects, and how that information is used, depends on how you use our services and how you manage your privacy controls.*

*When you’re not signed in to a Google Account, we store the information we collect with unique identifiers tied to the browser, application, or device you’re using. This helps us do things like maintain your language preferences across browsing sessions.*

*When you’re signed in, we also collect information that we store with your Google Account, which we treat as personal information.*

[Visit Google’s Privacy & Terms](https://policies.google.com/privacy?hl=en-US) to read more on what information Google collects, why Google collects it and how you can take control of your data.