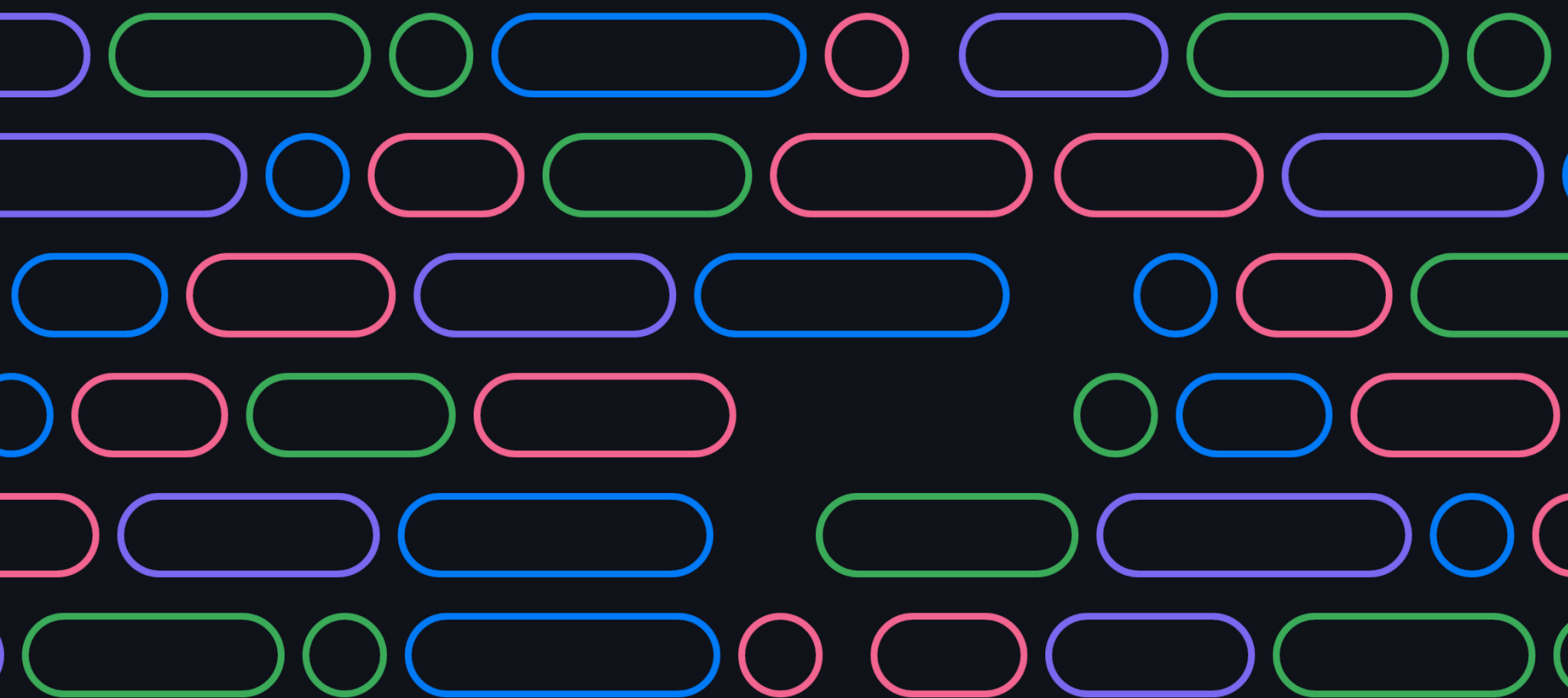




PIWIK PRO

Piwik PRO for GDPR Compliance

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Getting started with Piwik PRO GDPR compliance features

Piwik PRO provides a wide range of features to help your organization become GDPR-compliant. Our approach has been recommended by both private and governmental organizations. But such recommendations aren't enough, you need implementation-level details to be GDPR-compliant in practice. In this document, we'll show exactly how the Piwik PRO GDPR compliance features work.

These features change how tags are triggered and how data is collected. Your visitors will be able to easily exercise their data subject rights because all such requests are stored in the Piwik PRO Consent Manager—you'll see the status of requests so they can be addressed within the specified time limits. GDPR compliance will require more tedious work behind the scenes than is currently required, there is no getting around it. Piwik PRO takes care as much of this as possible so you can focus on more pressing issues.

Supported features:

1. Collect visitor consent for marketing tags

First-time visitors will see a consent form asking for permission to collect data for a defined set of purposes (e.g. remarketing, A/B testing, etc.). Until the consent is given, certain categories of tags won't be fired (more about this later). If a visitor does not consent to some or all data collection purposes, the corresponding tags will stay disabled.

Tags that do not require consent will be fired regardless of consent status. You can set which tags require consent and assign a consent category for all custom tags that you add.

2. Add widgets for consent review and data subject requests

A visitor has the right to review, give and revoke consents for collecting and processing their data for specific purposes. Visitors are also entitled to exercise their data subject rights, as described in Chapter 3 of the GDPR. To handle these requests, Piwik PRO provides 2 widgets that we recommend you install on your Privacy Policy page.

Consent review widget

Visitors can review, revoke and give consent in this widget. After clicking the “Check Consent Status” button, the widget presents visitors with a list of data collection and processing purposes along with respective options. Each purpose corresponds to a tag category.

Data subject requests widget

Visitors can submit a data subject request to exercise any of the their data subject rights, such as:

- Data erasure
- Data rectification
- Data access and portability

Requests will appear for admin review and processing in the “Data Subject request” section of Piwik PRO Consent Manager.

The process of addressing these requests should not be automated. Due to the nature of data subject requests, it needs to be appropriately defined for each organization.

3. Manage data subject requests

An admin can use the Piwik PRO Consent Manager interface to manage all data subject requests and view individual visitors' consent status and data subject request history.

The admin can mark the status of each data subject request so all requests are processed in a timely manner.

4. Adjust GDPR compliance features to meet your requirements

You can turn GDPR compliance features on and off for any website (for example to handle traffic outside of the EU). When GDPR compliance is turned off, all tags will function according to the existing opt-out mechanism. If the visitor hasn't opted out from tracking, all tags will be fired by default.

The consent mechanism is flexible and can be adjusted if the ePrivacy regulation (coming in 2019) ends up not requiring consent for analytics-only purposes. The same goes for any other future changes to regulations. You won't be stuck manually adjusting for changes with Piwik PRO, we handle those details in the background.

GDPR compliance features in practice

The category of a tag will decide how it responds to GDPR settings and consent status, so we need to start with a short description of them.

Does not require consent - a broad category for any tag that will not ask visitors for their consent. Tags in this category will execute automatically with or without consent. These tags run functional code that doesn't track visitors, collect personal data or perform any other processing requiring consent.

A/B Testing and Personalization - tags for A/B tests via third-party vendors and personalized offers targeted to visitor segments.

Conversion Tracking - designed to track when and how visitors accomplish desired actions (purchases, downloads, form completions, etc.).

Marketing Automation - for audience segmentation in order to schedule and track marketing campaigns.

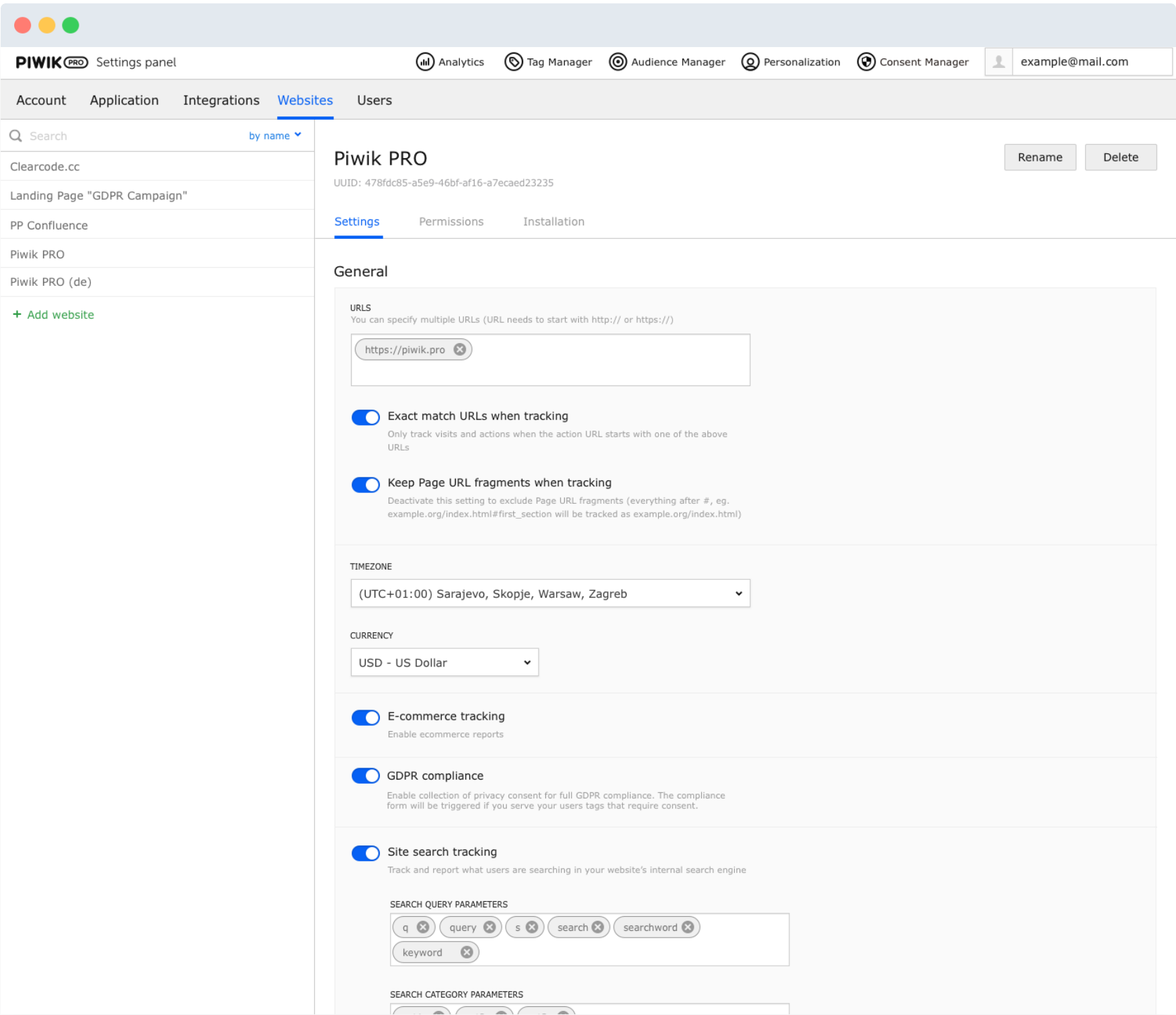
Remarketing - set cookies and display ads to visitors after they leave your site.

User feedback - collects information about user experience from visitor behavior and feedback.

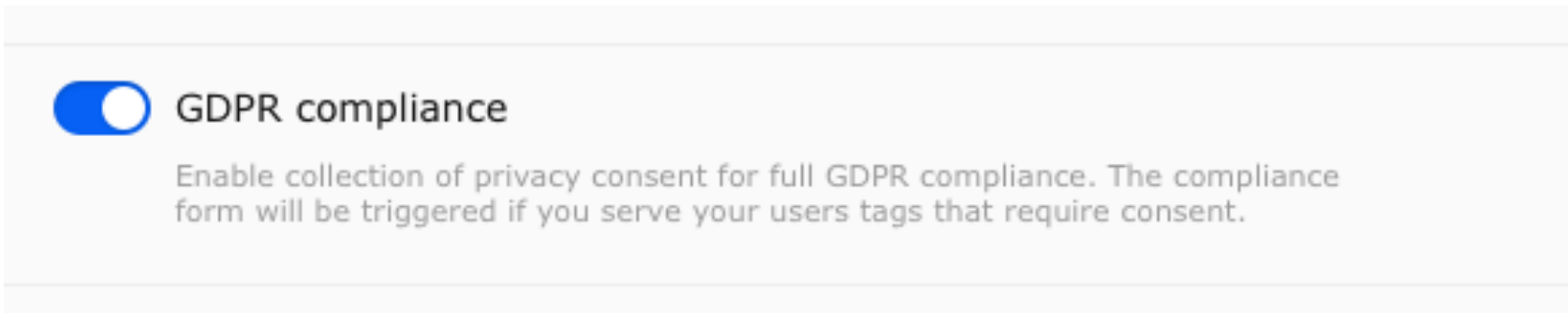
Analytics - web and mobile app analytics data tracking for basic information like IP address, device and browser information, etc.

Custom - you can define its properties. You'll also be able to customize the consent message (define the data processing purpose) in the consent dialog design section (see point 3).

1. Turn on GDPR compliance



When creating or editing a website, you can decide on GDPR compliance for it (option is turned on by default):



Turning on GDPR compliance will effect how tags behave in Piwik PRO Tag Manager. A tag marked as “Does not require consent” will be fired for every visitor. The following categories of tags will only be fired after receiving consent:

- Analytics
- A/B Testing and Personalization
- Conversion Tracking
- Marketing Automation
- Remarketing
- User feedback
- Custom

2. Set the tag category for custom tags

Menu

PIWIK PRO Tag Manager

Website

Debug

Publish

Tags

Triggers

Variables

Changelog

Search

by status

Custom asynchronous tag... Unpublished

Piwik PRO Analytics Unpublished

Google Analytics Tag Unpublished

Google AdWords Conversion Tracking...

Google AdWords Remarketing Tag

Facebook Pixel

SALESmanago Tag

Clicktale Tag

Qualaroo Tag

Marketo Tag

Crazy Egg Tag

VWO Tag

Optimizely Tag

Piwik PRO Custom Event Tag

Piwik PRO Virtual Page View Tag

Google DoubleClick

AdRoll Tag

Bing Ads Tag

Hot Jar Tag

A/B Tasty Tag

HubSpot Tag

Salesforce & Pardot Tag

Mautic Tag

LinkedIn Ads Tag

Piwik PRO Data Manager

Piwik PRO Goal Conversion

+ Create new tag

Custom Asynchronous Tag

ON OFF

Rename

Copy

Delete

Tag code snippet

Edit in fullscreen editor

TAG HTML Mandatory

1

<script>

2

// Paste your tag's code here

3

</script>

To use one of your variables in the source code use the double braces syntax (eg. {{variable}}). To help you a list of all variable will show up when you type in first two braces.

Advanced tag settings

TAG TYPE

Analytics tag (1st party)

Unspecified tag won't be fired in GDPR compliant mode. GDPR compliant mode will launch consent form for all types of tags besides web analytics tags.

Respect browser's "Do Not Track" setting

Mark this option to respect browser's privacy settings. This tag won't be fired if user enabled "Do not track" option.

Do not fire in Debug Mode

Enable document.write

Flight dates

Date range

Run forever

Run within specific date range

START

October 11, 2016

08:10 AM

You can also override the tag category for any existing tags created from a template.

TAG TYPE

Analytics tag (1st party)

Unspecified tag won't be fired in GDPR compliant mode. GDPR compliant mode will launch consent form for all types of tags besides web analytics tags.

3. Design consent dialog variants

In this section you can customize the wording and design of consent dialogs. There are three variants, depending on the situation:

Single consent form

Ask for visitor consent to collect and process data for a single purpose.

Extended consent form

Request multiple consents for several data collection and processing purposes. It is also used to review consent status when a visitor accesses the privacy policy page widget.

Consent bar (Optional)

This is a “sticky” bar displayed at the top or bottom of the page to remind visitors about their rights regarding collection and processing of their data for specific purposes. Upon clicking it, the visitor will see either the Single consent or Extended consent form. It will be shown until the visitor submits the form.

Thank you note (Optional)

If enabled, a final message is displayed when a visitor gives, declines or withdraws a consent. Visitors will see this dialog upon submitting the Single consent or Extended consent form.

You can customize the wording and design of all dialogs to match the style of your website. To do so, first choose which dialog you want to edit:

Menu

PIWIK PRO Consent Manager

Website

Debug

Publish

Data subject requestes

Consent templates

Consent widgets

Use consent widgets to gather consent decisions from your users. Consent widgets are displayed on your homepage.

Simple consent form

Template of a modal view with consent form displayed to the user on your homepage, when you run only one tag.

Edit template

Show simple consent form only for analytics tags

Extended consent form

Template of a modal view with consent form displayed to the user on your homepage, when you run multiple tags.

Edit template

☒ Add additional section with custom consent

Thank you note

Template of a modal view with "thank you" note after making privacy consent choice.

Edit template

☒ Show "Thank you note" widget after consent decision

Consent bar

A sticky bar at the top or bottom of the page that is shown when the consent form is dismissed without any decision

Edit template

☒ Show consent bar when website visitor didn't make anv consent decision

Position on top

For each website you can apply a different look and customize the text:

Privacy settings

This website protects your privacy by adhering to the European Union General Data Protection Regulation (GDPR). We will not use your data for any purpose that you do not consent to. We request use of anonymized data to improve your experience on our site.

☐ Analytics

We will store anonymized data in an aggregated form about visitors and their experiences on our website. We use this data to fix bugs and improve the experience for all visitors.

☐ A/B testing and personalization

We will create a cookie with anonymous identifiers to ensure consistency of our A/B tests. A/B tests are small changes displayed to different groups of users. We use the data to create a better experience for all visitors. We will also use this anonymized data to display personalized content.

☐ Conversion tracking

We will store anonymized data about your actions on our website to understand better how you use it. We use this data to improve your experience with our site.

☐ Marketing automation

We will store anonymous indentifying information to create marketing campaigns for certain groups of visitors.

☐ Remarketing

We will store anonymous indentifying information to display advertisements (only ours) relevant to your interests on other websites.

☐ User feedback

We will store anonymous in an aggregated form to analyze the performance of our website user interface. We use this data to improve the site for all visitors.

Agree to all

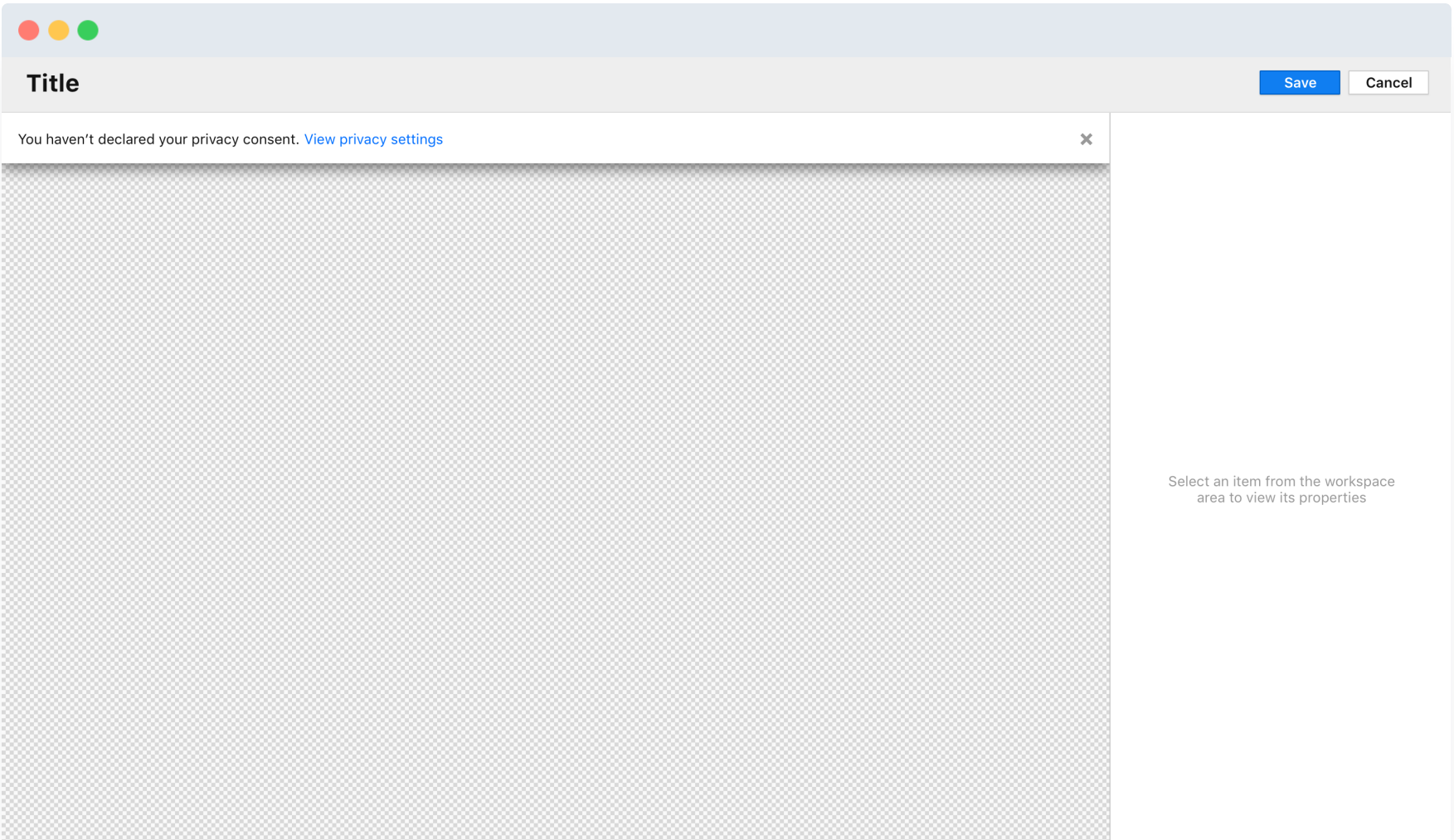
Save choices

Select an item from the workspace area to view its properties

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If a visitor doesn't make a decision (e.g. by closing a consent dialog without clicking any of the submit buttons), a **Consent bar** will be displayed (at the top or bottom of the page).

The **Consent bar** will inform visitors that they can change their privacy settings. Upon clicking the link, a consent form dialog will be shown:

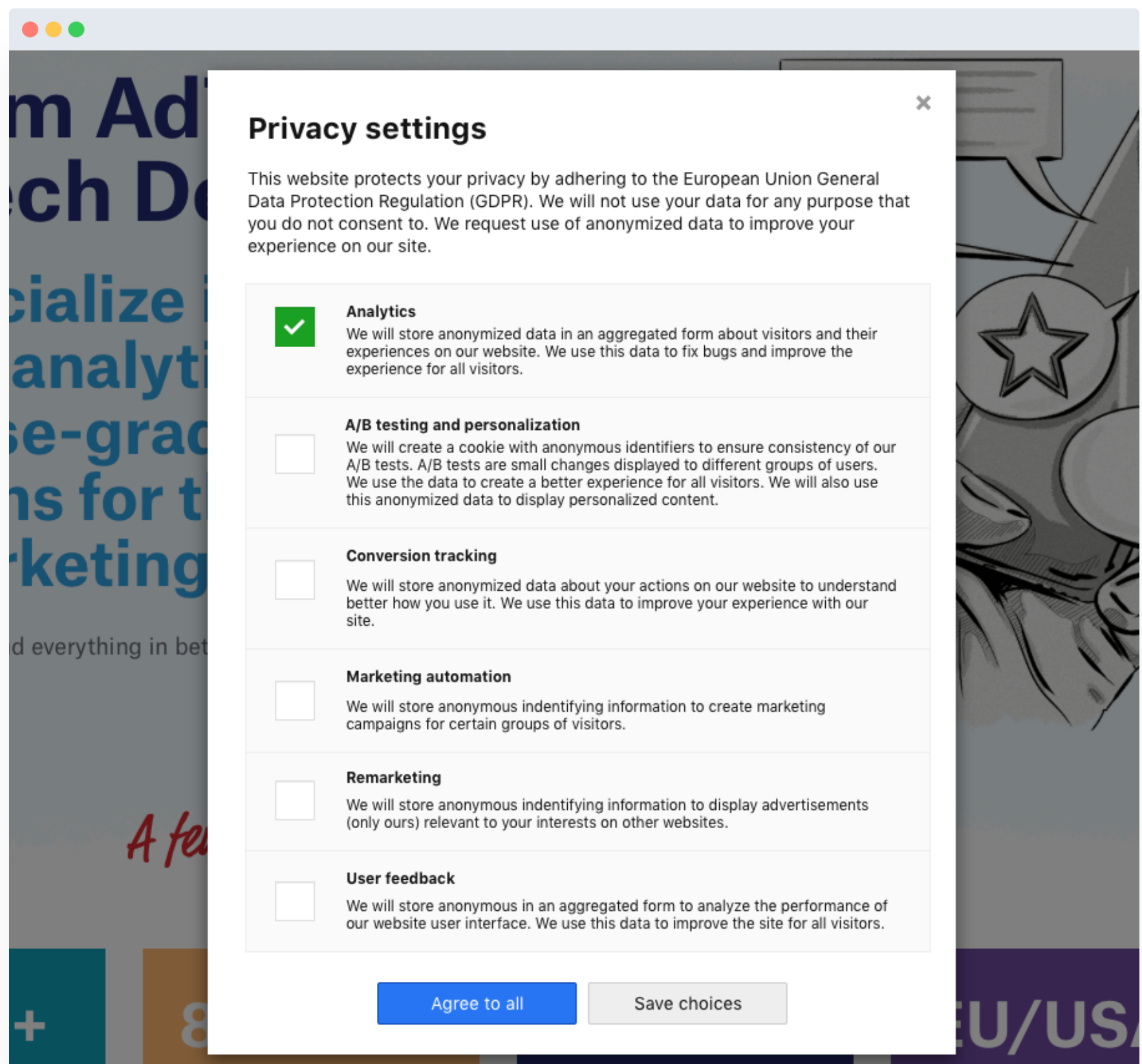


4. Display a consent dialog to visitors

Visitors will be shown a consent dialog when the following two conditions are met:

- You enabled a tag in a category requiring visitor consent (e.g. A/B testing and personalization)
- The visitor hasn't taken action on a consent form (i.e. they haven't agreed or declined)*

*In this situation, Piwik PRO will still serve a sticky bar at the top or bottom of the page to remind the visitor to review their consent status (optional).



The screenshot shows a 'Privacy settings' dialog box with a close button (X) in the top right corner. The dialog contains the following text and options:

Privacy settings

This website protects your privacy by adhering to the European Union General Data Protection Regulation (GDPR). We will not use your data for any purpose that you do not consent to. We request use of anonymized data to improve your experience on our site.

☒	Analytics We will store anonymized data in an aggregated form about visitors and their experiences on our website. We use this data to fix bugs and improve the experience for all visitors.
☐	A/B testing and personalization We will create a cookie with anonymous identifiers to ensure consistency of our A/B tests. A/B tests are small changes displayed to different groups of users. We use the data to create a better experience for all visitors. We will also use this anonymized data to display personalized content.
☐	Conversion tracking We will store anonymized data about your actions on our website to understand better how you use it. We use this data to improve your experience with our site.
☐	Marketing automation We will store anonymous identifying information to create marketing campaigns for certain groups of visitors.
☐	Remarketing We will store anonymous identifying information to display advertisements (only ours) relevant to your interests on other websites.
☐	User feedback We will store anonymous in an aggregated form to analyze the performance of our website user interface. We use this data to improve the site for all visitors.

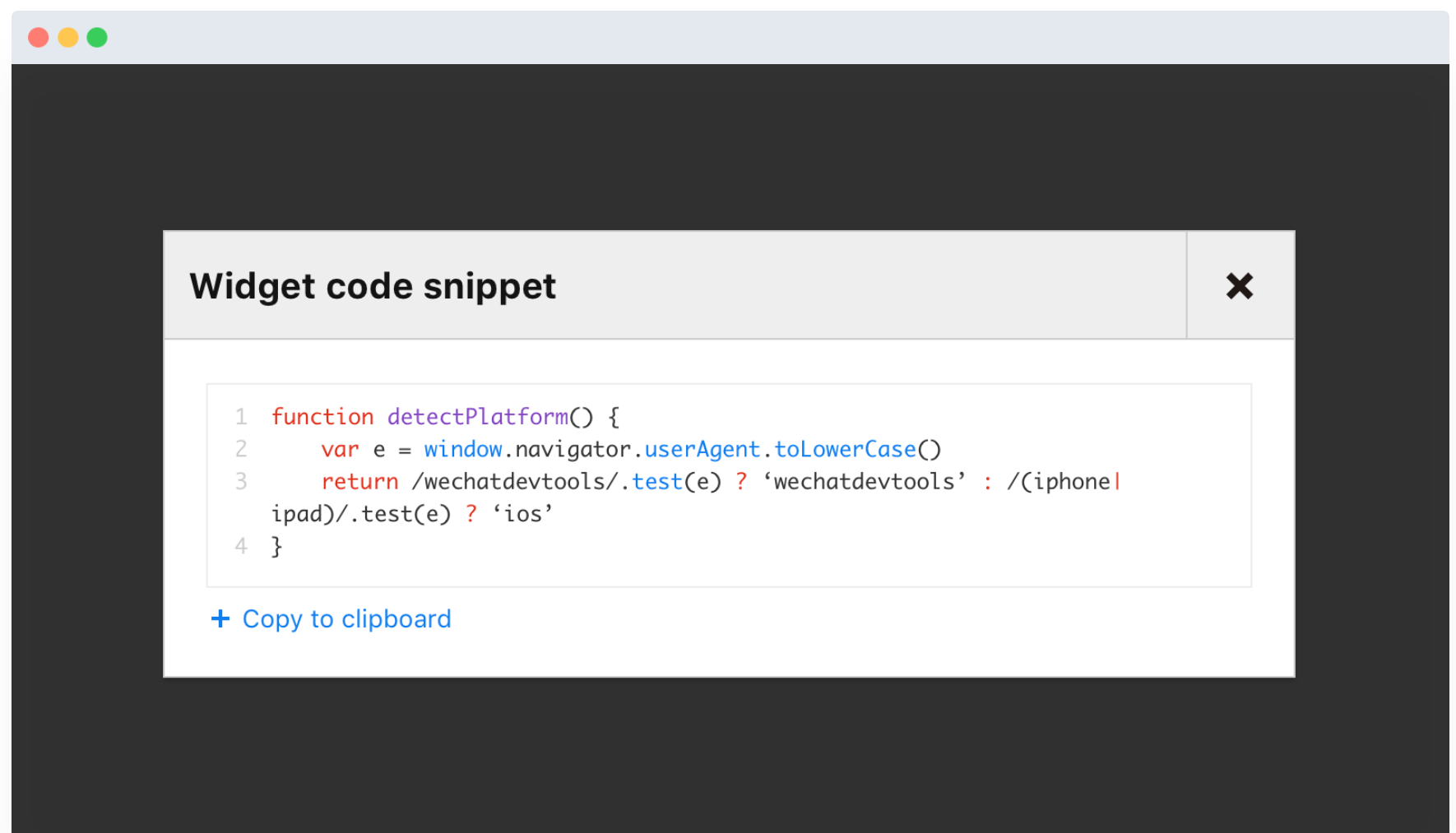
At the bottom of the dialog, there are two buttons: 'Agree to all' (blue) and 'Save choices' (grey).

5. Install privacy policy widgets

On your privacy policy page visitors should be able to review and adjust their consent status and exercise data subject rights such as:

- Data erasure
- Data rectification
- Data access and portability

The Piwik PRO GDPR compliance feature provides two widgets, shown below, that you can install on your privacy policy page:



Privacy policy

Privacy settings

This website protects your privacy by adhering to the European Union General Data Protection Regulation (GDPR). We will not use your data for any purpose that you do not consent to. We request use of anonymized data to improve your experience on our site.

Privacy settings

Review and change your consent decisions here.

Your cookie ID: dfkf0293jfeklmdc2

[View privacy settings](#)

Manage your data

This website protects your privacy by adhering to the European Union General Data Protection Regulation (GDPR). At any time you can exercise your data subject rights as defined in chapter 3 of the GDPR. We will respond to these requests as quickly as possible and within the time limits prescribed by GDPR.

Data requests

Please select the type of data request below along with any special requests in the body of the message. We will do our best to accommodate them. We require your email address for further correspondence regarding your request. We will not use this email address for any purpose other than the completion of your request.

Email

Data access



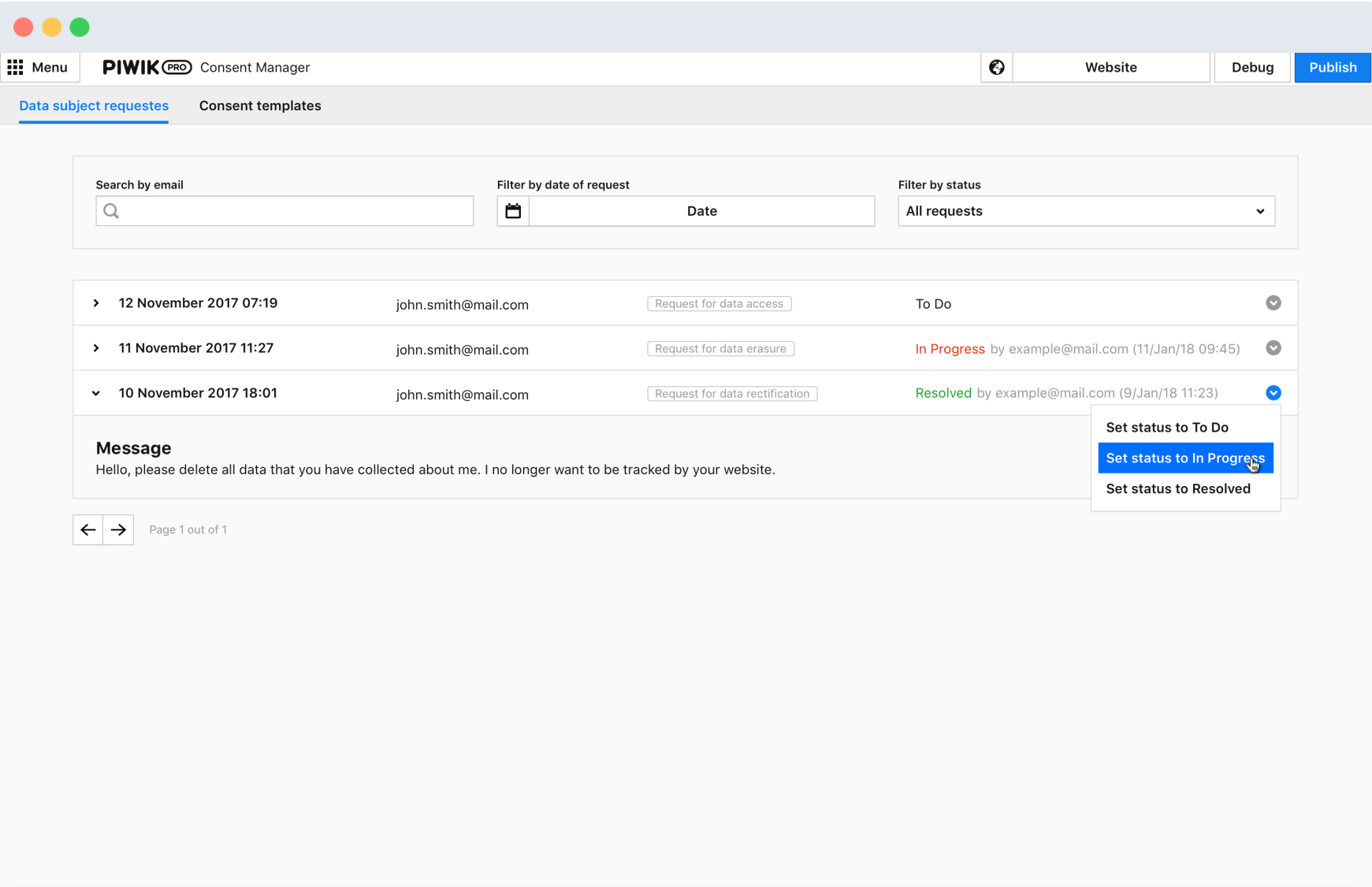
Message to site administrator

[Request data](#)

6. Collect and review data subject requests

Each data subject request is recorded and can be reviewed by an admin in the Piwik PRO Consent Manager under “Data subject requests”.

Admins can review each request and change its processing status. The processing of data subject requests should be performed outside of Piwik PRO as it may involve: additional data subject identification, validating that the request is reasonable, fetching data from other sources, etc. The primary goal of the “Data subject requests” section is to gather the time and date of any request submission. It also allows for tracking of the progress and status of data subject requests to make sure all are processed in a timely manner.



7. Check a visitor's consent history

Admins can view the history of any visitor's consent status and data subject requests with timestamps for each:

The screenshot displays a web application window titled "User consents & requests history" with a close button (X) in the top right corner. Below the title, a cookie ID is shown: "Cookie ID: 4898ebb8-9264-4e85-b2b7-02bc2214af00". The main content area lists several events:

- 12 November 2017 09:27**: Request for data access. Status: **Resolved** by example@mail.com (12/Jan/18 14:45).
- 19 September 2017 19:01**: Request for data erasure. Status: **Resolved** by example@mail.com (11/Jan/18 19:01).
- Message**: Hello, please delete all data that you have collected about me. I no longer want to be tracked by your website.
- 12 June 2017 07:22**: Consent change.

The "Consent change" entry is expanded, showing a comparison of consent status before and after the change:

Before	After
☒ Analytics	☒ Analytics
☒ A/B Testing & Personalization	☒ A/B Testing & Personalization
☒ Conversion Tracking	☒ Conversion Tracking
☒ Marketing Automation	☒ Marketing Automation
☒ Remarketing	☒ Remarketing
☒ User Feedback	☒ User Feedback

At the bottom, there are navigation arrows and a page indicator: "Page 1 out of 1".

Consent Manager makes use of a single first-party cookie. All consents decisions are saved for 3 years.

Data subject requests are also saved in the Consent Manager database to populate each visitor's consent history.

If a visitor deletes their cookies they will see a consent form popup just like a new visitor. Consent Manager will also treat them like a new visitor and they will have blank consent history.

Planned features

These features will be available soon:

Extend the display consent dialog mechanism

Automatically ask the visitor again for consent by displaying a consent dialog, but no earlier than the defined amount of time (adjustable, default 6 months) after the last time the dialog was shown. The dialog will only ask about the tag categories that the visitor didn't consent to.

For example, if a visitor gave consent for Analytics tracking, but declined Remarketing, they will be asked in 6 months again about consent to data collection for Remarketing purposes.

Setting retention policy period for Consent data

Adjust the consent cookie period and the amount of time the consent data should be kept.

Support consent form translations

Display options for other languages in consent forms. Visitors will be able to change the display language of the popup consent form.

Master consents and widget setup

Master versions will allow users to set-up consent design and contents for a chosen website and then extend it to cover multiple websites.

About Piwik PRO

Piwik PRO provides an integrated marketing suite tailored to the individual needs of enterprise clients. What makes Piwik PRO unique is our commitment to data protection. Our main products are deployed in both on-premises and cloud versions, and each of them adheres to the strictest privacy and security regulations while ensuring our partners retain full data ownership.

The Piwik PRO team consists of seasoned analytics experts and engineers who have advised on and delivered a wide range of successful implementations. Acting as your technology partner, we share our expertise, tailor our products and services to match your particular goals, and support you from start to finish. We take enormous pride in helping businesses and public sector organizations thrive!

Contact

We've been writing and thinking about GDPR for a while and we're not even close to being tired of it. We're excited to share our knowledge of GDPR-compliant analytics as we move together into a new era of analytics and marketing.

If you have any doubts, comments or questions, don't hesitate to get in touch.

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