
Google Analytics 360 Suite

Dear Customer,

Over the past year [we've shared](#) how we are preparing to meet the requirements of the GDPR, the new data protection law coming into force on May 25, 2018. It affects European and non-European businesses using online advertising and measurement solutions when their sites and apps are accessed by users in the European Economic Area ([EEA](#)).

We would like to ensure you are aware of updated data processing terms and a new contact collection mechanism for your Google Analytics Suite Products (Standard and 360 versions). If you service users in the EEA (or are based in Switzerland, where our updated terms are also relevant), or are otherwise subject to the GDPR, please review and accept these terms and provide related contact information. If you do not service users in the EEA or are not based in Switzerland, you may disregard the rest of this email.

Step 1: Review and accept the updated data processing terms in each account for each product you manage in the Google Analytics Suite:

- Google Analytics / Analytics 360: Admin > Account > Account Settings (scroll to bottom of page)
- Google Optimize / Optimize 360: Edit Account Details > (scroll to bottom of page)
- Google Tag Manager / Tag Manager 360: Account Settings > (scroll to bottom of page)
- Google Attribution / Attribution 360: Admin > Account Settings > (scroll to bottom of page)
- Google Data Studio: User Settings > Account and Privacy (acceptance managed on a user basis)

Additional information about accepting these terms:

- **All clients using 360 products**, clients using Data Studio, and clients using standard versions of Tag Manager or Optimize whose accounts were created before March 12, 2018, can review and accept data processing terms in their account(s).
- **For clients based in the EEA or Switzerland**, updated data processing terms have already been included in online terms for all Google Analytics and Attribution accounts and for Tag Manager and Optimize accounts created on or after March 12, 2018.
- **For clients based outside of the EEA or Switzerland**, data processing terms can be reviewed and accepted in the UIs of each account.
- Once you accept the new data processing terms, they'll supplement your current contract or Terms of Service and will take effect on May 25, 2018
- If you contract through a Sales Partner for any 360 products within the Google Analytics Suite, you should seek advice from the parties with whom you contract.
- If you are located in Germany, the Hamburg Data Protection Authority has been informed of these new data processing terms.

Step 2: Provide your legal entity and contact details for notifications we may need to send under the GDPR (e.g. subprocessor appointment):

- **For Analytics, Optimize, Tag Manager and Attribution**, you can provide the contact details within [Suite Home](#) ("Organization Settings" > "Data Processing Amendment - Details"). [Learn more](#).

- **For Data Studio**, the contact collection mechanism exists in Data Studio only (not in Suite Home) and is available at User Settings > Account and Privacy. [Learn more.](#)

Find Out More

You can refer to privacy.google.com/businesses to learn more about Google's data privacy policies and approach.

Sincerely,

The Google Analytics Suite Team

Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland.

You have received this mandatory email service announcement to update you about important changes to your Google Analytics product or account.