

Innerhalb der Tamedia-Gruppe benutzte Tracking-Tools

Name	Kategorie	Zweck	Opt-out Link
AT Internet	Integral analysis of websites, intranet and mobile sites.	Web Analytics Tool	http://www.atinternet.com/en/company/data-protection/
cXense	Data management and personalized experiences online.	Behavioral Tracking	https://www.cxense.com/about/privacy-policy
eStat	Complete measurement of traffic on your website.	Media Analytics Tool	http://www.mediametrie.fr/pages/cookies.php?page=194
Google Analytics	<u>freemium web analytics</u> service offered by Google that track:	Web Analytics Tool	https://tools.google.com/dlpage/gaoptout?hl=en-GB
Kissmetrics	Customer Intelligence, User tracking & Webanalytics.	Behavioral Tracking	https://www.kissmetrics.com/user-privacy
Krux	Audience Data Management Platform that collects, analyzes	Data Management Platform	http://www.krux.com/privacy/consumer-choice/
m-pathy	User Experience optimization with Mouse-Tracking.	Behavioral Tracking	N/A
NET-Metrix			
www.net-metrix.ch	The most comprehensive research system in the use of web	Web Tracking Tool	N/A
Pingdom	Website monitoring	Web Performance Management Tool	N/A
Piwik Analytics	Open analytics platform	Web Analytics Tool	http://piwik.org/docs/privacy/
Share This	Web wide view of social intelligence in real time analytics for	Web Analytics Tool	http://www.sharethis.com/legal/privacy/-sthash.Fx7peDz4.dpbs

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