

## Innerhalb der Tamedia-Gruppe benutzte Tracking-Tools

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

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