

## Webanalyse- und Trackingtools / Outils d'analyse web et de suivi / Strumenti di analisi web e di tracciamento / Web analysis and tracking tools

<b>Lösung Solution Soluzione Solution</b>	<b>Kategorie/Zweck Catégorie/Fin Categoria/Fine Category/Purpose</b>	<b>Anbieter, Adresse Prestataire, adresse Fornitore, indirizzo Provider, address</b>	<b>Datenschutz / opt-out Protection des données / opt-out Protezione dei dati / opt-out Data privacy / opt-out</b>
crazyegg	Website Analytics	Crazy Egg Inc. 16220 Ridgeview Lane, La Mirada, CA 90638 USA	<a href="https://www.crazyegg.com/opt-out">https://www.crazyegg.com/opt-out</a>
DoubleClick (Floodlight)	Website Analytics	Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA	<a href="https://policies.google.com/privacy?hl=de#infochoices">https://policies.google.com/privacy?hl=de#infochoices</a>
Facebook SDK/Pixel	Advertising	Facebook Inc. 1601 S. California Ave, Palo Alto, CA 94304 USA	<a href="https://www.facebook.com/policy.php">https://www.facebook.com/policy.php</a>
Google Analytics	Website Analytics	Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA	<a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a>
Google Firebase	Advertising	Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA	<a href="https://firebase.google.com/terms/">https://firebase.google.com/terms/</a>
Google Play Console	Website Analytics	Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>
Google Tag Manager	App Analytics	Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA	<a href="https://www.google.com/analytics/tag-manager/use-policy/">https://www.google.com/analytics/tag-manager/use-policy/</a>
iTunes Connect	Advertising App/Website Analytics	Apple Inc. One Apple Park Way, Cupertino, California, USA, 95014	<a href="https://www.apple.com/legal/privacy/en-ww/">https://www.apple.com/legal/privacy/en-ww/</a>
iTunes Analytics	Website Analytics	MediaMath Inc. 4 World Trade Center, 45th Floor, New York 10007 USA	<a href="http://www.mediamath.com/de/ad-choices-opt-out/">http://www.mediamath.com/de/ad-choices-opt-out/</a>
Mediamath DSP	Advertising	MediaMath Inc. 4 World Trade Center, 45th Floor, New York 10007 USA	<a href="http://www.mediamath.com/de/ad-choices-opt-out/">http://www.mediamath.com/de/ad-choices-opt-out/</a>
Optimizely	Website Analytics	Optimizely GmbH Christophstrasse 15-17, 50670 Köln, Deutschland	<a href="https://www.optimizely.com/de/privacy/">https://www.optimizely.com/de/privacy/</a>
YouTube	Website Analytics	Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>
Vimeo	Website Analytics	Vimeo Inc. 555 West 18th Street, New York, New York 10011	<a href="https://vimeo.com/privacy">https://vimeo.com/privacy</a>
net-metrix	Website Analytics	NET-Metrix AG Bachmattstrasse 43, 8048 Zürich	<a href="https://www.net-metrix.ch/ueber-uns/datenschutzerklaerung">https://www.net-metrix.ch/ueber-uns/datenschutzerklaerung</a>
LinkedIn Advertising	Advertising	LinkedIn Ireland Unlimited Company Wilton Plaza, Wilton Place, Dublin 2, Ireland	<a href="https://www.linkedin.com/legal/conversion-tracking">https://www.linkedin.com/legal/conversion-tracking</a>
Twitter Ads	Advertising	Twitter Inc. One Cumberland Place, Fenian Street, Dublin 2, Ireland	<a href="https://twitter.com/en/privacy">https://twitter.com/en/privacy</a>
Salesforce Pardot	Marketing campaigns	Salesforce.com Sàrl Route de Longeraie 9, Lake Geneva Center, Bulding A, 1110 Morges	<a href="https://www.salesforce.com/de/company/privacy/">https://www.salesforce.com/de/company/privacy/</a>