COMMANDERS **ACT**

PRODUCT SHEET
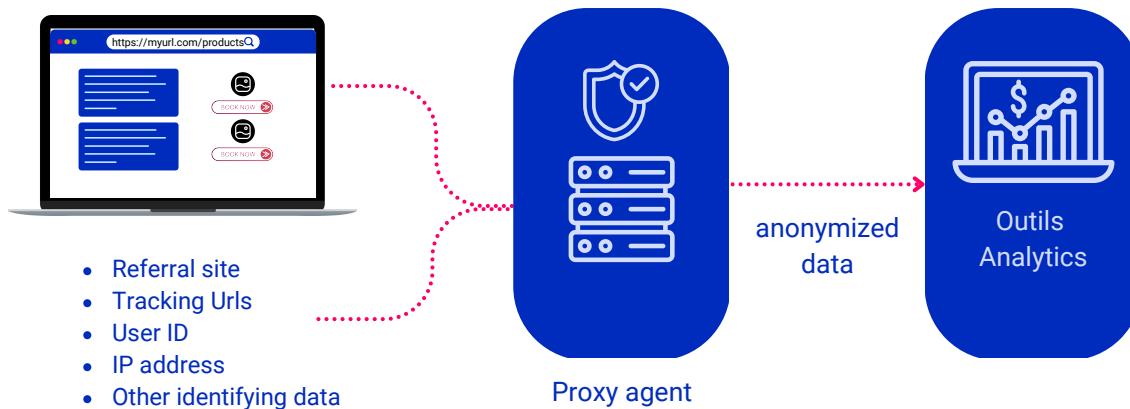GA4 Proxyfication

GA4 Proxyfication: why?

July 2023 will mark the end of GA3 support and the inevitable migration to GA4, which offers new opportunities for data processing, including the collection and cross-referencing of multi-environment and multi-device data, allowing companies to better understand their users, regardless of the device used, and thus improve performance.

However, European Regulations have made the use of Google Analytics illegal in France in 2021 due to a lack of supervision of data transfers from Europe to the US.

A possible solution: proxyfication

- Referral site
- Tracking Urls
- User ID
- IP address
- Other identifying data

Proxy agent

anonymized data

Outils Analytics

What does it mean in practice?

Proxyfication consists of collecting web data from a proxy server that sends this data to the audience measurement tools, in this case Google Analytics. This approach **guarantees the anonymization of the data and prevents users from being identified** as individuals. It also ensures that personal data collected in Europe is not transferred outside the continent.
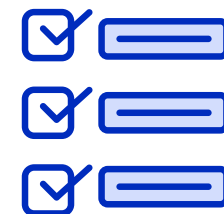
Compliance criteria

- No transfer of IP addresses
- Replacement of the user ID
- Removal of referrer site information
- Removal of any parameters contained in the URL
- Removal of information that could be used to generate a fingerprint
- No collection of identifiers between sites
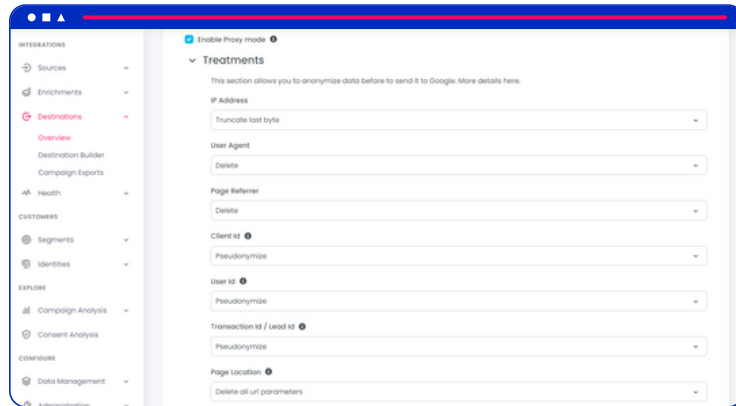- Deletion of any data that could allow users to be re-identified

Source: CNIL.fr

Accommodation conditions

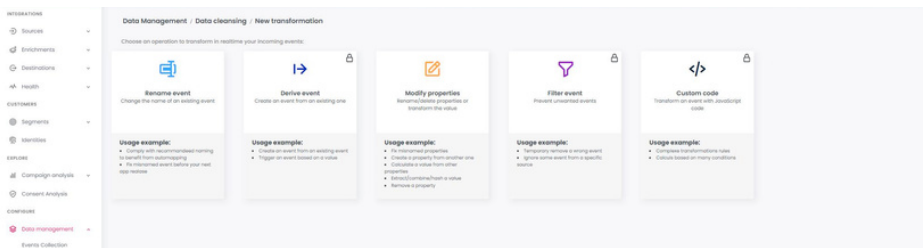- The server must guarantee the non-transmission of data outside Europe

GA4 Proxyfication with Commanders Act X

With Commanders Act X, you can anonymise all data collected before sending it to Google directly in the platform, **with easy set up capabilities by simply selecting the properties and choosing the anonymisation mode**.

Two additional functions allow you to delete, encrypt, or transform the data necessary to respect the privacy of users.

1. Data Cleansing

Before transmitting your events **to all your destinations**, you can rename, hash or delete the properties of your data by selecting them and choosing the desired action.

2. Property Transformation

The Property Transformation function allows you to rename, hash or delete properties before sending them **to a particular destination**.

See the complete documentation ➡

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