

## NGA Google Analytics Usage Statement

When someone visits [www.nga.org.uk](http://www.nga.org.uk) we use a third-party service - Google Analytics - to collect standard internet log information and details of visitor behaviour patterns.

We do this to find out things such as the number of visitors to the various parts of the site. This information includes page information, browser information, and users' general IP location.

Google Analytics is an anonymous tracking system - There is no "personal data" being collected.

The information collected and the way it is processed will not allow a site visitor to be identifiable.

We do not make, nor allow Google to make, any attempt to find out the identities of those visiting our website.

If we do want to collect personally identifiable information through our website, we will be explicit about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

### Changes to this Privacy notice

We keep our privacy notice under regular review. This privacy notice was last updated on May 21<sup>st</sup> 2018.