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Google Universal Analytics

What is Google Analytics

Google Analytics is a web analytics service provided by Google, Inc. Google Analytics uses cookies in order to evaluate your use of Cheetah Money's website. Browsers do not share cookies across domains.

How Google Analytics Works

Google do not collect or store personal information. Google Analytics prohibits the tracking or collection of personal information or association of personal information with web analytics information. Google Analytics does not report the actual IP address information to Google Analytics customers.

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While Google Analytic cookies are targeting cookies, which use a unique ID and can track your visits around different websites, the information collected is anonymous and you will not be personally identifiable to either Google or Cheetah Money.

Demographics and interests reporting – Understand how the Cheetah Money site audience breaks down by age, gender, and interests.

Google analytics data sharing settings enabled: Google products & services – Cheetah Money shares Google Analytics data with Google to help improve Google’s products and services

Opt-out: Users may opt-out of Google Universal Analytics use of cookies by visiting the Google Universal Analytics opt-out page.

Storage Location: Google stores the information collected by the cookie on secure Google servers.