

Maximizing Impact, Minimizing Risk: GA4, Looker Studio, and Patron Privacy

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Agenda

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- Introduction: Library Ethics & Values
- Why Libraries Differ from Private Industries
- GA4 Privacy Concerns
- 5 Things You Should Do for User Privacy in GA4
- Google's Looker Studio
- Q&A Session

Introduction: Library Ethics & Values



Library Ethics & Values

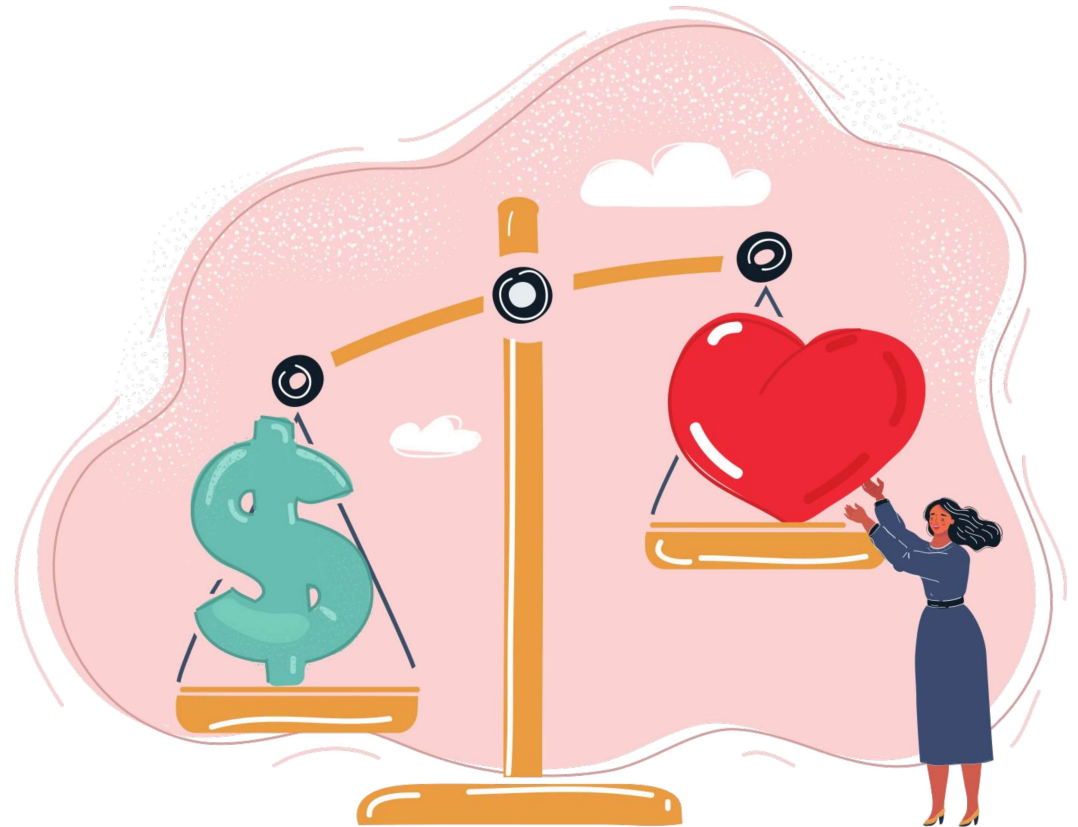


- ALA's Professional Code of Ethics
 - “3. We protect each library user's right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted.”
- ALA's Library Bill of Rights
 - “VII. All people, regardless of origin, age, background, or views, possess a right to privacy and confidentiality in their library use. Libraries should advocate for, educate about, and protect people's privacy, safeguarding all library use data, including personally identifiable information.”
- Privacy: An Interpretation of the Library Bill of Rights
 - “Privacy is essential to the exercise of free speech, free thought, and free association. Lack of privacy and confidentiality chills users' choices, thereby suppressing access to ideas. The possibility of surveillance, whether direct or through access to records of speech, research and exploration, undermines a democratic society.”

Why Libraries Differ from Private Industries

Why Libraries Differ from Private Industries

- Private Sector Goals:
 - Profit
 - Target marketing
 - Detailed consumer profiles
- Library Missions: FREE access to
 - Information & Learning
 - Community engagement
 - Spaces
 - Services
 - & More



Overview of GA4 and Its Privacy Implications

GA4: A Modern Tool with Traditional Concerns



- Potential Benefits:
 - User behavior insights
 - Enhanced service delivery
- Concerns:
 - Data tracking
 - User profiling
 - Unintended data sharing



Privacy Concerns with GA4



- Depth of GA4:
 - Cookie-based tracking
 - Cross-platform tracking
- Potential Oversteps:
 - Full IP collection
 - Detailed user behavior patterns
 - Google Signals
 - Linking to Google Ads
 - Targeting ads to GA4 audiences
 - Data retention duration

5 Things You Should Do for User Privacy in GA4

5 Things to Do for User Privacy in GA4



- **Disable Google Signals:** This will prevent demographic and cross-device tracking, safeguarding against potential overreach into users' personal data. If you never turned it on, don't turn it on now. (Admin > Property > Data Settings > Data Collection > Google Signals) While there, could also go a step further and disable Ads Personalization for all regions.
- **Avoid Linking to Google Ads:** Refrain from connecting GA4 to Google Ads. This prevents library website data from being used for targeted advertising. (Admin > Property > Google Ads Links).
- **Review Enhanced Measurements:** While some automated measurements are useful, others might be invasive. Customize these settings to track only what's essential. (Admin > Property > Data Stream > Enhanced measurement)
- **Set Data Retention Periods:** Reduce data retention period to 2 months. (Admin > Property > Data Settings > Data Retention)
- **Educate & Inform Users:** Ensure that website visitors are informed about tracking, giving them an option to opt-out. An informed user is an empowered user. Put this info in an FAQ and link to your Privacy Policy and Vendor Privacy Policies pages.

Looker Studio & GA4

Looker Studio & GA4



Benefits:

- **Deep Insights:** Looker Studio allows libraries to visualize and understand the data collected by GA4 in a comprehensive manner.
- **Customized Dashboards:** Tailor reports to the unique needs of the library, ensuring that only the most relevant data is highlighted.
- **Collaborative Analysis:** Multiple users can collaborate on a single report, fostering accountability, a shared understanding, and collaborative decision-making.

Privacy Considerations:

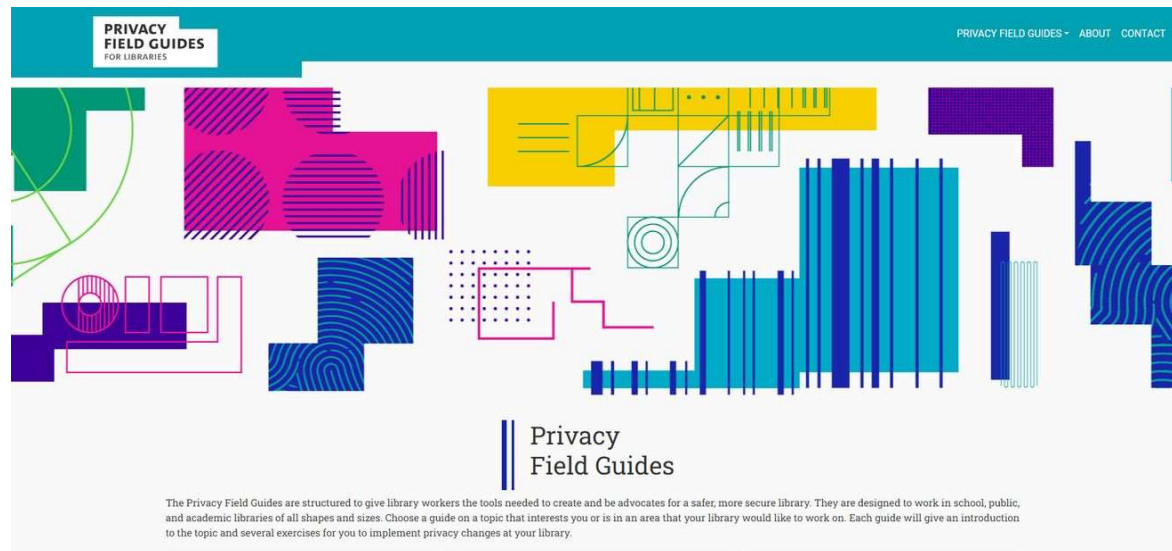
- **Data Granularity:** While Looker Studio offers detailed data breakdowns, libraries should be cautious about how deep they dive. Ensure that the granularity doesn't inadvertently reveal sensitive user information.
- **Data Sharing:** While collaborative features are beneficial, be mindful of who has access to the data. Regularly review and manage access permissions.
- **Data Sources:** When integrating other data sources alongside GA4 data in Looker Studio, ensure that no sensitive information is being combined in a way that could compromise user privacy.

Bonus: Privacy Beyond GA4

Privacy Beyond GA4 - ALA Resources



- ALA & Privacy:
 - Visit ALA's Privacy site section: ala.org/advocacy/privacy.
 - Review:
 - Privacy Guidelines & Checklists
 - Privacy Field Guides





Questions? And Thanks!

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