

# Matomo

## Description

Open Source Analytics Platform

## Privacy Policy

This Privacy Policy explains what information Matomo.org and its related entities (“InnoCraft Ltd”) collect about its users, what we do with that information and how we handle the content you place in our products and services. Learn more about Web Analytics & Privacy.

### Scope of Privacy Policy

This Privacy Policy applies to the information that we obtain through your use of Matomo.org services via a Device or when you otherwise interact with Matomo and InnoCraft Ltd.

Matomo.org services include our:

- Websites (Matomo.org and subdomains \*.Matomo.org),
  - Downloadable Products (Matomo Analytics Platform).
- but does not include:
- Products or services for which a separate privacy policy is provided.
  - Third Party Products. These are third party products or services that you may choose to integrate with Matomo Analytics Platform, such as third party Plugins available in the Matomo Marketplace. You should always review the policies of third party products and services to make sure you are comfortable with the ways in which they collect and use your information.

### Website Visitors

Like most website operators, Matomo.org collects non-personally-identifying information of the sort that web browsers and servers typically make available, such as the browser type, language preference, referring site, and the date and time of each visitor request.

Matomo.org’s purpose in collecting non-personally identifying information is to better understand how Matomo.org’s visitors use its website. From time to time, Matomo.org may release non-personally-identifying information in the aggregate, e.g., by publishing a report on trends in the usage of its website.

Matomo.org also collects potentially personally-identifying information like Internet Protocol (IP) addresses. Matomo.org does not use such information to identify its visitors, however, and does not disclose such information, other than under the same circumstances that it uses and discloses personally-identifying information, as described below.

## Opting-out of website tracking

You may choose not to have a unique web analytics cookie identification number assigned to your computer to avoid the aggregation and analysis of data collected on this website. To make that choice, please click below to receive an opt-out cookie.

**You are currently opted in. [Click here to opt out.](#)**

### Gathering of Personally-Identifying Information

Certain visitors to Matomo.org's websites choose to interact with Matomo.org in ways that require Matomo.org to gather personally-identifying information. The amount and type of information that Matomo.org gathers depends on the nature of the interaction. For example, we ask visitors who use our forums to provide a username and email address. In each case, Matomo.org collects such information only as is necessary or appropriate to fulfill the purpose of the visitor's interaction with Matomo.org. Matomo.org does not disclose personally-identifying information other than as described below. And visitors can always refuse to supply personally-identifying information, with the caveat that it may prevent them from engaging in certain website-related activities.

### Protection of Certain Personally-Identifying Information

Matomo.org will not rent or sell potentially personally-identifying and personally-identifying information to anyone.

If you are a registered user of a Matomo.org newsletter and have supplied your email address, Matomo.org may occasionally send you an email to tell you about new features, solicit your feedback, or just keep you up to date with what's going on with Matomo.org and our products. We primarily use our blog to communicate this type of information, so we expect to keep this type of email to a minimum.

Matomo.org takes all measures reasonably necessary to protect against the unauthorized access, use, alteration, or destruction of potentially personally-identifying and personally-identifying information.

### Aggregated Statistics

Matomo.org may collect statistics about the behavior of visitors to its websites. For instance, Matomo.org may reveal how many downloads a particular version got, or say which versions are most popular based on checks from *api.matomo.org*, a web service used by Matomo installations to check for new versions of Matomo.

### Cookies

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. Matomo.org uses cookies to help Matomo.org identify and track visitors, their usage of Matomo.org website, and their website access preferences. Matomo.org visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using Matomo.org's websites, with the drawback that certain features of Matomo.org's websites may not function properly without the aid of cookies.

### Privacy Policy Changes

Although most changes are likely to be minor, Matomo.org may change its Privacy Policy from time to time, and in Matomo.org's sole discretion. Matomo.org encourages visitors to frequently check this page for any changes to its Privacy Policy. Your continued use of this site after any change in this Privacy Policy will constitute your acceptance of such change.

### Contact Us

E-Mail: [hello@matomo.org](mailto:hello@matomo.org)

Contact form: [matomo.org/contact](https://matomo.org/contact)

### Matomo Opt-Out

<https://piwikpro.de/opt-out/>