

## Italian Garante Bans Google Analytics

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On June 23, 2022, Italy's data protection authority (the "Garante") [determined](#) that a website's use of the audience measurement tool Google Analytics is not compliant with the EU General Data Protection Regulation ("GDPR"), as the tool transfers personal data to the United States, which does not offer an adequate level of data protection. In making this determination, the Garante joins other EU data protection authorities, including the [French](#) and [Austrian](#) regulators, that also have found use of the tool to be unlawful.

The Garante determined that websites using Google Analytics collected via cookies personal data including user interactions with the website, pages visited, browser information, operating system, screen resolution, selected language, date and time of page views and user device IP address. This information was transferred to the United States without the additional safeguards for personal data required under the GDPR following the [Schrems II determination](#), and therefore faced the possibility of governmental access. In the Garante's ruling, website operator Caffaina Media S.r.l. was ordered to bring its processing into compliance with the GDPR within 90 days, but the ruling has wider implications as the Garante commented that it had received many "alerts and queries" relating to Google Analytics. It also stated that it called upon "all controllers to verify that the use of cookies and other tracking tools on their websites is compliant with data protection law; this applies in particular to Google Analytics and similar services."

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