



# **Company and product overview**

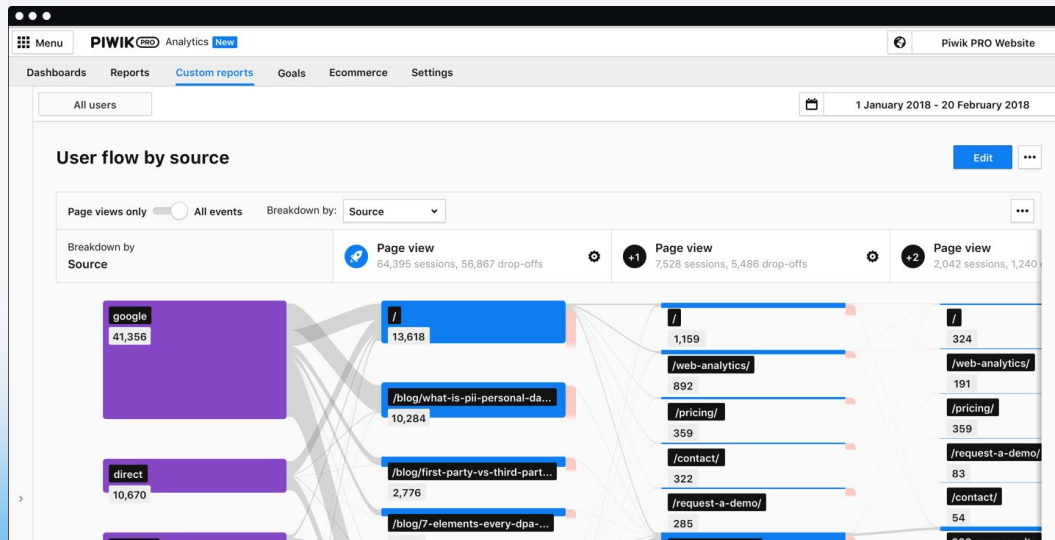


**Product**

# Piwik PRO Analytics Suite

Data collection and analysis of user behavior across websites, mobile apps, digital products and post-login areas

Piwik PRO is the **perfect alternative to Google Analytics**  
with a focus on user privacy and data security



# Four integrated modules



## **Analytics**

Track customer behavior across your sites, apps, digital products and post-login areas.



## **Tag Manager**

Configure, deploy and debug your tags without involving your IT team.



## **Consent Manager**

Comply with privacy laws around the world including GDPR, CCPA, LGPD & more.



## **Customer Data Platform**

Create a single customer view and improve your cross-channel marketing efforts.

# Privacy and compliance

Achieve compliance with privacy laws around the world such as GDPR in the EU, CCPA in the US, and LGPD in Brazil



**Integrated consent  
manager**



**Zero-cookie load for  
all tags and pixels**



**Anonymous data  
tracking**



**Data subject  
requests handling**



**100% data  
ownership**



**Local data  
residency**



**External privacy  
compliance audit**



**Data Processing  
Agreement (DPA)**

# Security

Piwik PRO complies with security standards and regulations in the most demanding sectors: healthcare, finance, government & more



**ISO 27001  
certification**



**Regular external  
security audits**



**Self-hosting  
options**



**Granular user  
access control**



**SSO and 2FA  
integrations**



**Application, system  
& network security**



**Physical  
access control**



**24/7 monitoring  
and incident handling**



**Company**

# Piwik PRO in numbers



**2013**

Founded



**200+**

Enterprise-level  
clients



**40+**

Countries



**100+**

Employees



# Our reach

We are trusted partner for private and public sectors across Europe.

 **accenture**

 **WÜRTH**

 **HDI**

 **LOTTO®**

 **DIHK**  
Deutscher Industrie- und  
Handelskammertag

  
European  
Commission

  
**DFS** Deutsche Flugsicherung

 **greiner**

  
**SVC**  
designing e-health

 **ŠKODA**

**acrolinx**

**Grüne**  **Erde**

  
**NABU**

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