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Digital analytics and web analyses for purposes of market, opinion and social research — Vocabulary and service requirements

*Analytique numérique et analyses web pour les besoins d'études de
marché, études sociales et d'opinion — Vocabulaire et exigences de
service*



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Foreword

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Introduction

Analyses of digital behaviour and online digital statements by persons and companies have rapidly increased in importance. Examples are the measurement of the behaviour of website visitors, the measurement of behaviour by means of cookies, and the registration and measurement of statements and sentiments of users of social media.

This document provides insight into the working methods of service providers in the fields of digital analytics and web analyses research and, in this way, provides clients with transparency regarding the services they offer. This document is intended to supplement and be used in conjunction with ISO 20252.

Digital analytics and web analyses for the purpose of market, opinion and social research can be separated from the equivalent analyses carried out for non-research purposes. In both cases, the protection of privacy of the persons analysed is regulated by legal provisions that apply to the particular project and, furthermore, by the relevant professional codes of conduct and other ethical guidelines.