

## **iPROM SafeMetric™ Web Analytics Solution Has Been Approved by the Information Commissioner**

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**iPROM SafeMetric™, a web analytics solution, has been approved by the Information Commissioner. The solution provides secure and compliant web analytics without affecting the relevancy of web visitor information.**

iPROM SafeMetric™ makes it possible for companies to monitor web analytics with external analytics solution providers (Google Analytics, Kissmetrics, Clicky and others) while maintaining compliance with the new requirements of the Electronic Communications Act (ZEKom-1) without affecting the relevance of web site visitor information. In February, Information Commissioner received a complaint against Petrol for allegedly violating the provisions of Article 157 of the Electronic Communications Act, which dictate the usage of cookies on web sites. The Information Commissioner performed an inspection based on the complaint and found that the largest energy company in Slovenia that is using SafeMetric™ for compliant web analytics did not violate the law.



In their statement to the Information Commissioner, Petrol explained that the company uses SafeMetric™ to anonymize IP addresses and disables the ability of external web analytics providers to monitor users across other web sites. As part of its inspection, Information Commissioner found that Petrol's explanation is true and issued a decree to halt the inspection of Petrol.

»SafeMetric™ solution provides internet user data anonymization. By doing this, we are compliant with the new requirements of the Electronic Communications Act, which



came into force on 15 June last year, as well as with the recommendations for using cookies and online privacy. At the same time, we are not losing important information about the visitors to our web site,« explained Klemen Geršak, Market Research and Digital Marketing Lead, Petrol. »Quality web analytics is the key for any company that wants to succeed in the market. By using iPROM's solution, analyses of our online activities remain accurate as we are not losing information about an important segment of our visitors.«

»If a company uses external web analytics provider on their website and has implemented user approval for using cookies in compliance with the law, they lose between 45 and 80 percent of visitor information on average, which means they lose key performance indicators for online operations,« said Lucie Pokorna, Expert Lead for strategic internet consulting in iPROM. »By using SafeMetric™, clients retain 100-percent relevance of their metrics and their competitive advantage. By using SafeMetric™, companies can continue developing their online operations and provide their visitors with the highest level of privacy, which is the key to the success of any company.«

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**About iPROM**

iPROM specializes in planning and running advertising campaigns in digital media. The tools we create are used across the industry by advertisers, direct marketers and web publishers and help them plan, execute and analyze their digital marketing activities. They are designed to increase the effectiveness of these activities as well as to make the complex world of web advertising a little simpler for our customers, justifying their investments with outstanding returns.

In a data-driven world, ad-serving efficiency is very important. Using media properties, data analytics, in-depth research and the smartest technology available, we enable marketers to deliver the right message to the right person at the right time, every time. With our tools for ultra-precise targeted audience segmentation, effective planning and proficient execution, companies are equipped to build better brands, more successful operations and stronger customer relationships.