

DTA Terms of Service

Subscription service for Australian Government access use Google Analytics 360 Suite

Background

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google makes Google Analytics free of charge up to a maximum of 10 million Hits per month per account. Google also offers a premium version of Google Analytics called Google Analytics 360 Suite.

Google licenses Google Analytics 360 Suite through resellers called Sales Partners. The Commonwealth represented by the Digital Transformation Agency (DTA) has entered into an agreement with one of Google's Sales Partners, Data Runs Deep Pty Ltd (**Sales Partner**), for licensing and support of Google Analytics 360 Suite to the Commonwealth.

The purpose of these DTA Terms of Service is to set out the terms on which Commonwealth agencies can subscribe for Google Analytics 360 Suite via the DTA (**Subscription Service**). They are not legally binding.

Who can subscribe?

References in these DTA Terms of Service to **your agency** are to a Commonwealth Department or agency that has opted to subscribe.

Your agency can move its subscription to another agency that is also legally part of the Commonwealth by notifying the DTA Contact Officer (see below). At this stage, the Subscription Service is **not** open to State, Territory or local government bodies.

What are the terms of the licence?

Google owns the intellectual property in Google Analytics and any system, product, service or material used/provided in relation to Analytics Services.

This means that your agency's use of the Google Analytics is subject to the terms and conditions set out in the **Google Analytics Terms of Service**. These are available from <https://www.google.com/analytics/terms/us.html>.

Account and **Property** have the same meaning as in the **Google Analytics Terms of Service**.

How does onboarding work?

The DTA will onboard your agency to the Google Analytics 360 Suite service, including upgrading your agency's Google Analytics Account to 360 status.

Your agency needs to:

- create and implement Analytics Properties on your agency's web services
- ensure that the 'DTA - Analytics' user group has Read & Analyze access to the subscribed Analytics Properties
- ensure that IP Masking is enabled on your Analytics Properties

What service levels apply?

The Google Analytics 360 Suite is provided by Google. Google undertakes to use commercially reasonable efforts to meet the service levels set out at https://www.google.com/intl/en_us/ga360suite/sla.html

If there is an issue with the Google Analytics platform, your agency should notify the DTA of the issue.

What support does the DTA provide?

The DTA will provide your agency with Level 1 support for the Google Analytics 360 Suite service. This support is available 9am-5pm Monday to Friday, excluding public holidays in the ACT. To lodge a support request, please email analytics@digital.gov.au. All support is subject to DTA resourcing constraints.

The DTA has contracted its Sales Partner to provide a limited amount of additional support for Google Analytics issues that the DTA is unable to resolve. Any additional support may only be requested by the DTA. DTA may decline to request additional support.

If an issue needs to be investigated by the DTA or its Sales Partner, your agency may need to grant access to your agency's Properties to the Sales Partner in order to receive support.

What training does the DTA provide?

The DTA holds regular (approximately monthly) training sessions covering Google Analytics 360 Suite products and topics of interest. The sessions are presented by Google Analytics Certified professionals.

Representatives of your agency can attend the training in person (at the DTA's 50 Marcus Clarke Street offices) or online.

The DTA aims to publish details of training sessions at least one month in advance. Tickets for training events are provided via EventBrite.

While your agency subscribes to the Subscription Service, the DTA will:

- provide your agency representative with separate notice of all training events
- not charge your agency representatives to attend.

Who controls user access?

Your agency continues to be responsible for setting user access controls for your agency's Account and Properties.

As Organisation administrator, the DTA will have access to modify user access to your Accounts. However, it will not do so unless directed or agreed by your agency, or as otherwise required by these DTA Terms of Service.

Who is responsible for privacy?

Your agency continues to be responsible for ensuring that its officers, employees, agents and subcontractors comply with the Australian Privacy Principles and your agency's other obligations under the *Privacy Act 1988* (Cth).

You should be aware that Google Analytics data is processed and stored in the United States of America.

It is a requirement of the Google Analytics Terms of Service that your agency:

- does not "pass information to Google that Google could use or recognize as personally identifiable information"
- alerts users that cookies are used to collect data
- discloses the use of Google Analytics, and how it collects and processes data.

Is agency data confidential?

The DTA may disclose information collected from your agency with third parties without your consent where authorised or required by law.

The DTA may disclose total billable hits collected from your agency to third parties for government or parliamentary accountability purposes.

Except where explained in the last two points, the DTA may not without the consent of the ABC disclose information collected by the ABC to third parties, where the information includes:

- Google Analytics performance metrics including Unique Users, Sessions, Page Views, or Time Spent;
- Any standard dimension including but not limited to URL, App Name, or Page Title.
- Any custom dimension, custom metric or calculated metric.

You should also be aware that the Google Analytics Terms of Service give Google the right to share your agency's confidential information with third parties without your agency's consent in particular circumstances. For further details see the Google Analytics Terms of Service.

In all other situations, ABC data will not be used to report on other government agency services, nor in cross-domain or whole-of-government reporting.

DTA agrees it will not disclose any other data or information to third parties, except as set out above.

What fees are payable?

DTA pays fees to its Sales Partner based on the number of **Billable Hits per month** aggregated across all of your agencies subscribed properties. **Hit** is defined by Google – see <https://support.google.com/analytics/answer/6086082?hl=en>.

The DTA will invoice the ABC quarterly. Invoices are payable within 30 days of receipt.

Fees are calculated on a cost recovery basis in accordance with the following table:

Billable Hits per Month	Annual Price (ex GST)
0-1 million	\$0
1m-10m	\$20,000
10m-100m	\$25,000
100m-500m	\$35,000
500m-1 billion	\$50,000
Over 1 billion	\$50,000 + \$27,000 per 500m hits over 1b

The DTA reviews the fees annually with an intent to reduce costs to agencies that subscribe.

The DTA will use the Billable Hit Volume presented in your agency's Google 360 Suite Administration console to estimate the appropriate pricing tier for your agency.

How does unsubscribing work?

Your agency can unsubscribe at any time and for any reason by providing 60 days' notice to the Contact Officer (see below).

If your agency unsubscribes:

- your agency's Analytics Properties will be downgraded from Google Analytics 360 to standard Google Analytics
- you may choose to remain part of the Commonwealth of Australia Google Analytics Organisation, or separate
- generally, the DTA will not provide reimbursement to your agency for any fees paid in advance

The DTA may also downgrade your agency's access if an invoice issued to your agency is overdue by more than 60 days.

The implications of downgrading are summarised at

<https://support.google.com/360suite/answer/7105328?hl=en>.

What happens if there is a change in Sales Partner?

Changes to the Sales Partner are not expected to impact on the availability of the Subscription Service or your agency's access to Google Analytics 360 Suite products.

If the agreement between the DTA and the Sales Partner expires or is terminated the DTA may:

- transfer the Subscription Service to a new Sales Partner appointed by the DTA
- transfer the Subscription Service to a new Sales Partner nominated by your agency
- downgrade your Account.

What happens if the Subscription Service is terminated?

The DTA can terminate the Subscription Service at any time and for any reason by providing 30 days' notice to your agency's technical representative.

If the DTA terminates the Subscription Service, the DTA will work cooperatively with your agency to:

- offboard your agency
- ensure that your agency's Accounts and Properties can be separated from the Commonwealth of Australia Google Analytics Organisation
- migrate your Accounts and Properties to your agency or another Sales Partner nominated by your agency.

Who can I contact if I have more queries?

If you have any questions about the Subscription Service please contact:

Gordon Williamson
Product Manager, Analytics
Chief Technology Office
Digital Division
Digital Transformation Agency

gordon.williamson@digital.gov.au

50 Marcus Clarke Street
Canberra City




PO Box 457
Canberra City ACT 2601

0402 899 779

Acceptance of DTA Terms of Service

Subscription service for Commonwealth agencies to use Google Analytics 360 Suite

I acknowledge and accept the attached DTA Terms of Service on behalf of the following agency:

Agency name	Australian Broadcasting Corporation.
Agency ABN	52 429 278 345
Agency address	ABC Ultimo Centre 700 Harris Street Ultimo NSW 2007
Technical representative: Name: Email address: Phone: Alternative:	 Zan Rowland - RowlandZan@abc.net.au
Invoicing contact: Name: Email address: Phone: Alternative:	
Accounts and Properties to Link	e.g. UA-XXXXXXX See list of properties on following page
Estimated Billable Hits per month:	

Agency representative


Name


Title


Signature

24/7/18
Date

Accounts and Properties to Link

