About Matters of Data Inc.

Matters of Data Inc. provides Analytics consulting to businesses who want to grow using data-driven insights. With specialized knowledge in Data Storytelling, Data Literacy, and Digital Analytics, Matters of Data Inc. can partner with companies in need of consulting, workshops, or those looking for a more "hands-on" approach to solving their Data challenges.

Information About Matters of Data Inc. Services

We process data from Google Analytics, Google Tag Manager, and present the information in Looker Studio. We provide analysis based on this information and provide suggestions.

Data Collection, Processing, and Storing

All data collected about our clients will only be used by the team at Matters of Data Inc. to consult on our Analytics services to you. Any data we collect will be available as long as it is useful for both of us to show progress or show insight. Once our arrangement is terminated, we will delete any sensitive data.

We will be accessing pre-existing information from Google Analytics and therefore won't need to store any data or back it up. We never have access to any Personal Identifiable Information.

Standards, Baselines, and Requirements/ Regulatory Considerations

We are compliant with GDPR, and are able to support your obligations as a data importer under Standard Contractual Clauses.

3rd Party Vendors

- Google - https://safety.google/intl/en_ca/security-privacy/
  - Looker Studio
  - Tag Manager
  - Drive
  - Analytics
- Supermetrics - https://supermetrics.com/security/

Endpoint Security

No local computer storage or backup of client data.

No printing or physical copies of client data.

All Matters of Data Inc. endpoints have Anti-Malware software installed that is current and updated frequently (at least daily).

All Matters of Data Inc. endpoint devices require a strong password to access and must lock after no more than 10 minutes of inactivity.

Matters of Data Inc. has a process to ensure all operating systems and application security updates/patches are applied on a regular basis (at least monthly).

All Matters of Data Inc. endpoint devices have a firewall that blocks unauthorized access.

All Matters of Data Inc.'s endpoint devices have full disk encryption enabled.

All Matters of Data Inc. endpoint devices are physically secured when unattended.

All data stored on Matters of Data Inc. endpoints are securely erased prior to disposal, reuse, or resale.

Client-provided accounts are only used by assigned individuals for agreed-upon services provided to clients. Credentials are never shared with anyone other than the individual to which they are assigned.

Client-provided accounts have MFA enabled.

Matters of Data Inc. employees shall create unique passwords for all client accounts and shall not re-use the same passwords for other services or customers.