

UNIVERZITA KARLOVA

FAKULTA SOCIÁLNÍCH VĚD

Institut komunikačních studií a žurnalistiky

Katedra marketingové komunikace a public relations

Diplomová práce

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**Soukromí vs. Personalizace: Právní, bezpečnostní a
výkonnostní aspekty používání Google Analytics v době
zaměřené na soukromí uživatelů**

Diplomová práce

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Studijní program: Strategická komunikace

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Abstract

This thesis addresses the impact of legislative changes in personal data protection on the digital ecosystem, particularly on web analytics and digital advertising. The aim of the work is to assess how these changes affect the processes of data collection and analysis, advertising campaign planning, and the overall functioning of digital marketing. The thesis provides a historical context for the development that led to the current technological processes of personal data collection and their use for marketing purposes. Subsequently, it describes the legislative changes that have influenced these processes in recent years. The thesis focuses in detail on web analytics processes and the Google Analytics tool in the context of these legislative changes. The research then involves a questionnaire survey that reveals how companies are adapting to new regulations in this field and the challenges they face with regards to these regulations. The results indicate that even after several years of legal enforcement, many companies and professionals in the field still face significant challenges and have problems effectively navigating and implementing available best practices. The ability to effectively measure, evaluate, and plan online campaigns is also compromised.