

List of tracking tools on blick.ch and RASCH

| Name | Blick / Blick am Abend | RASCH | Category | Purpose | Optout Link |
|-----------------|---------------------------------|-------|----------------|---|---|
| Google | + | + | Site analytics | Analytics tools to measure website, app, digital and offline data | https://tools.google.com/dlpage/gaoptout |
| Facebook | + | + | Marketing | Web marketing | https://consent.connect.ringier.ch/#/facebook-opt-out |
| Nugg Ad | + | + | Advertising | Predictive behavioral targeting | https://www.nugg.ad/en/privacy/consumers.html |
| TradeDoubler | + | | Advertising | Analyzing of web clicks and impressions | https://publisher.tradedoubler.com/include/functions/optout.html |
| AOL-AdTech | + | + | Site analytics | Manage, serve and evaluate online advertising campaigns | http://admeira.ch/optout |
| NET-Metrix | + | + | Site analytics | Internet usage research | https://www.net-metrix.ch/ueber-uns/datenschutzerklaerung |
| Improve Digital | + | + | Advertising | Sell side platform | https://www.improvedigital.com/opt-out-page/ |