

Old Anima

UNIQUE RESOURCES FOR OLDER ADULTS

Here's a different kind of privacy and terms of use policy that is not a long-winded legalize kind of thing.

If you come to the Old Anima website, we can decipher several things about you via the Google Analytics freemium web analytics service. We will not know who you are, but we are likely to know what city you were in when you came to our website. Google Analytics also shows us what websites referred you to Old Anima as well as what pages you visited. To repeat, however, we have no idea who you are. We would also know what browser you used, whether through mobile or desktop, and what time you arrived, as well as how long you stayed on the site. These are common parameters that anyone can get from opening a free Google Analytics account, which gives you a code that is manually posted in the background of each site page to collect such data. Basically, Google Analytics tells us how many people came to the site, where they came from, how they got there, what browser they used, what pages they visited, and how long they stayed. This kind of information helps us realize whether we are reaching anyone. It is also useful for telling prospective sponsors if their investment has any potential to reach an audience. I could tell a sponsor, for instance, that the site gets about X visitors per day. In essence, the more visitors to the site, the better the prospects are for getting sponsors.

If you subscribe to our newsletter, we will know the name and email address you provided in the subscription form. We do not, and are not allowed to, share your name and email address with anyone.