

Data Processing Agreement

MetriXs Analytics · Version 1.0 · July 2026

Controller: The customer entity using the MetriXs service ("you")

Processor: MetriXs Analytics, Wethouder Hollaan 24, 3984 KC Odijk, Netherlands, KVK 63879131

Contact: privacy@metrixs.eu

This Data Processing Agreement ("DPA") governs the processing of personal data by MetriXs Analytics ("Processor", "MetriXs") on behalf of the customer ("Controller") in connection with the MetriXs web analytics service. It reflects the requirements of Article 28 of the EU General Data Protection Regulation (GDPR).

1. Subject matter and duration

The Processor processes personal data on behalf of the Controller solely for the purpose of providing the MetriXs web analytics service, as described in the MetriXs [Data Policy](#) and [Terms of Service](#). This DPA applies for the duration of the Controller's use of the service and terminates automatically upon deletion of the account.

2. Categories of data and data subjects

The Processor processes the following categories of data:

- Visitor analytics data collected via the MetriXs tracker on the Controller's websites — pseudonymous, aggregated, no personal identifiers stored.
- Account data provided by the Controller — email, name, and billing references.

The data subjects are the visitors to the Controller's websites and the Controller's own users. As documented in the [Data Policy](#), the Processor does not store raw IP addresses, full User-Agent strings, cookies, or any persistent identifier linking to an individual. Visitor identification uses a daily-salted, irreversible hash that rotates every 24 hours.

3. Instructions of the controller

The Processor processes personal data only on the Controller's documented instructions, limited to providing the service. The Controller warrants that it has a lawful basis to measure traffic on the websites it tracks with MetriXs and that the placement of the MetriXs tracker complies with applicable law.

4. Confidentiality

Persons authorised to process the data are bound by confidentiality obligations. Access is limited to those who require it to operate the service.

5. Security measures

The Processor implements appropriate technical and organisational measures to ensure a level of security appropriate to the risk, including: encryption in transit (TLS), secure password hashing, network-level access controls, input validation and rate limiting, bot and abuse detection, and daily off-site backups. Details are published on the [Security](#) page.

6. Subprocessors

The Controller authorises the Processor's use of subprocessors as listed on the [Subprocessors](#) page. The Processor remains liable for the performance of each subprocessor to the extent it would be liable under this DPA. The Controller will be notified of any new subprocessor before it begins processing data, with the right to object.

7. Data subject rights

The Processor assists the Controller in fulfilling its obligations to respond to data subject requests where applicable. As no personal visitor data is stored, the standard rights (access, correction, deletion, portability) do not apply to visitor analytics. For account data, the Processor cooperates with the Controller to enable such requests.

8. International data transfers

All processing of customer and account data takes place within the European Union. Our subprocessors are EU-based and process data within the EU, so no Standard Contractual Clauses are required. Visitor analytics data is processed and stored exclusively within the European Union. No subprocessor receives visitor data.

9. Data retention and deletion

Visitor analytics data is retained according to the Controller's plan retention window and automatically purged thereafter. Upon termination of the service or deletion of the account, all personal data processed on behalf of the Controller is permanently deleted without undue delay, except where retention is required by law.

10. Audit rights

The Controller may audit the Processor's compliance with this DPA, subject to reasonable notice and confidentiality obligations. The Processor will make available information necessary to demonstrate compliance.

11. Data breach notification

In the event of a personal data breach, the Processor will notify the Controller without undue delay and provide all relevant information to allow the Controller to meet its own notification obligations.

12. Liability

Liability under this DPA is allocated as set out in the [Terms of Service](#).

Signatures

By signing below, the parties agree to this Data Processing Agreement. A countersigned copy is available on request via privacy@metrixs.eu.

MetriXs Analytics (Processor)

Customer (Controller)

Name

Name

Signature

Signature

Date

Date

MetriXs Analytics · Wethouder Hollaan 24, 3984 KC Odijk, Netherlands · KVK 63879131
privacy@metrixs.eu · <https://metrixs.eu> · This document references the current Data Policy, Terms, Security and Subprocessors pages at metrixs.eu.