

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://www.facebook.com/help/568137493302217
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/