

List of tracking tools on www.digitalcounsels.com

Name	Category	Purpose	Optout Link
Google Analytics	Site Analytics	Analytics tools to measure website, app, digital and offline data	https://tools.google.com/dlpage/gaoptout
Google Ads	Marketing	Website Marketing	https://tools.google.com/dlpage/gaoptout
Facebook	Marketing	Website Marketing	https://www.facebook.com/help/568137493302217
LinkedIn	Marketing	Website Marketing	https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out
Hotjar	Site Analytics	Analytics tools to measure website, app, digital and offline data	https://www.hotjar.com/legal/compliance/opt-out