

**PRIVILEGED AND CONFIDENTIAL**

**ATTORNEY WORK PRODUCT**

Date: [Insert Date]

To: [Insert Name of IT Director/Webmaster/Relevant Custodian]

From: [Insert Attorney/Law Firm Name]

Re: LEGAL HOLD NOTICE - Preservation of Website Analytics and Digital Data

Dear [Insert Name],

Our firm represents [Client Name] in connection with [Case Name/Matter Description]. Because of pending or reasonably anticipated litigation, [Client Name] has a legal obligation to preserve all evidence that may be relevant to this matter.

You are hereby directed to suspend any automated deletion, overwriting, or "purging" functions related to website analytics and digital tracking data for the following domains: [Insert Domain Names].

This preservation order includes, but is not limited to, the following data types from [Date Range Start] to the present:

- **Analytics Platforms:** Raw data, reports, and dashboards from services such as Google Analytics, Adobe Analytics, or proprietary tracking software.
- **Visitor Traffic:** IP addresses, unique visitor IDs, session durations, clickstream data, and referral sources.
- **Server Logs:** HTTP access logs, error logs, and web server activity records.
- **User Interaction:** Form submissions, search queries performed on the site, and heatmaps or session recordings.
- **Cookies and Tags:** Tracking pixel data, cookie audit logs, and Tag Manager configurations.

Do not delete, modify, or rotate logs that contain this information. Please ensure that any "auto-archive" or "auto-delete" settings within your analytics accounts are temporarily disabled for the duration of this hold.

Failure to comply with this notice may result in severe legal sanctions against the company. Please acknowledge receipt of this letter by replying to [Email Address] and confirm that the necessary preservation steps have been taken.

Sincerely,

[Your Signature]

[Your Printed Name]

[Law Firm Name]