

[Your Name/Law Firm Name]
[Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]

[Date]

[Recipient Name]
[Title]
[Company Name]
[Address]
[City, State, Zip Code]

RE: NOTICE OF PRESERVATION OF ELECTRONICALLY STORED INFORMATION (ESI) AND WEBSITE ANALYTICS

Dear [Recipient Name],

This letter serves as a formal notice to preserve all electronically stored information (ESI) and data related to the following website(s): **[URL of Website]**. This request is made in connection with **[Case Name/Matter Description]**.

You are requested to take immediate steps to prevent the deletion, overwriting, or modification of all website analytics data from **[Start Date]** to the present. This preservation obligation includes, but is not limited to, the following categories of data:

- **Traffic Data:** Log files, visit counts, page views, unique visitors, and session durations.
- **User Interaction:** Clickstream data, heatmaps, scroll maps, and conversion tracking data.
- **Referral Sources:** Information regarding search queries, referring URLs, and social media traffic.
- **Visitor Demographics:** Geographic location data, IP addresses, browser types, and device information.
- **Third-Party Analytics:** All data stored in platforms such as Google Analytics, Adobe Analytics, or similar services, including raw data and exported reports.
- **Cookie and Tracking Data:** Tracking pixel data, cookies, and local storage data used for monitoring user behavior.

Please ensure that all automated data retention or "auto-delete" policies affecting these records are immediately suspended. Failure to preserve this evidence may result in legal sanctions for spoliation of evidence.

Please confirm in writing within [Number] business days that you have taken the necessary steps to preserve the requested information.

Sincerely,

[Your Signature]

[Your Printed Name]