Simple Analytics

Allow URL parameters

By default, we collect all UTM parameters (with and without the `utm_` prefix) and the `ref` (which is short for `utm_source`) parameter:

- `utm_source` / `source` / `ref`
- `utm_medium` / `medium`
- `utm_campaign` / `campaign`
- `utm_content` / `content`
- `utm_term` / `term`

If your use [strict UTMs](#), you can only use the query parameters that start with `utm_` .

We don't store the rest of the query parameters. But some customers have non-personal data in their query parameters—for example, `product-id` or `article-slug` . We allow collecting those parameters as long as they are specified via our script settings.

If you want to capture `product-id` and `article-slug` from your website's URLs, you can specify the following `data-allow-params` -setting:

```
<script data-allow-params="product-id,article-slug"
src="https://scripts.simpleanalyticscdn.com/latest.js" ></script>
```

Read more on [how to use URL parameters](#) on your website.