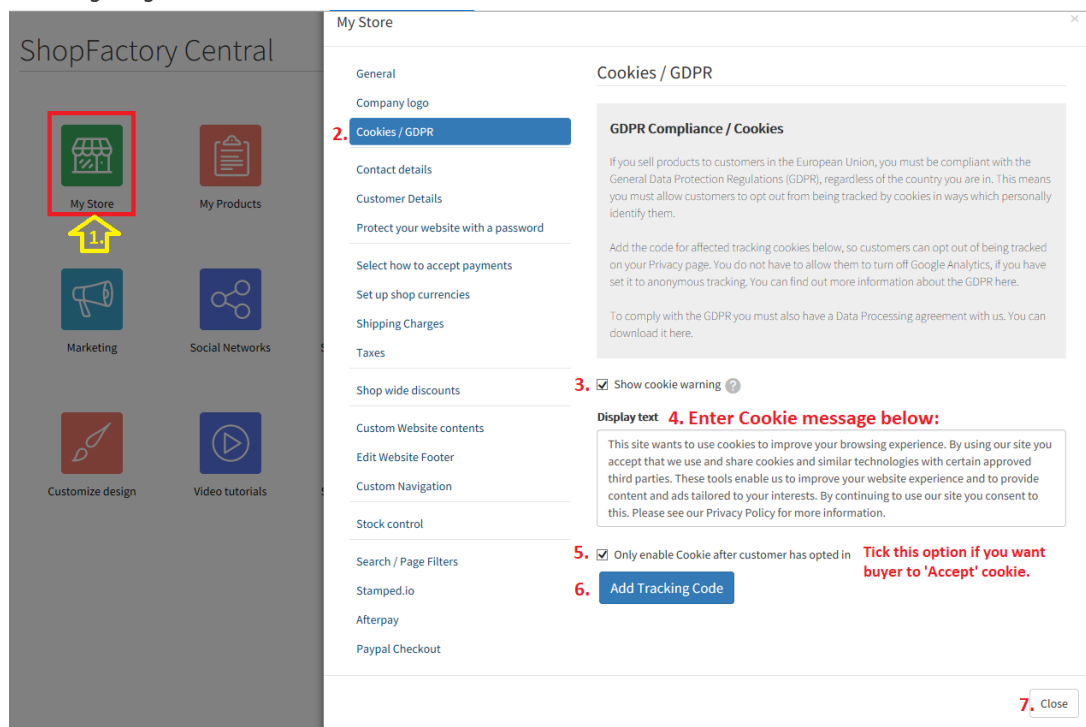


DSGVO-Konformität / Cookies

Merliza N. - 2021-11-16 - Apps und SF-Cloud Dienstleistungen

Wenn Sie Produkte an Kunden in der Europäischen Union verkaufen, müssen Sie die Datenschutzgrundverordnung (DSGVO) einhalten, unabhängig davon, in welchem Land Sie sich befinden. Das bedeutet, dass Sie Kunden die Möglichkeit geben müssen, Cookies abzulehnen, die sie persönlich identifizieren können. Fügen Sie unten den Code für die betroffenen Tracking-Cookies ein, damit Kunden auf Ihrer Datenschutzseite die Cookies ablehnen können. Sie müssen ihnen nicht erlauben, Google Analytics abzulehnen, sofern Sie das Google Analytics-Konto auf anonymes Tracking eingestellt haben.



The screenshot shows the 'ShopFactory Central' interface. On the left, a sidebar contains icons for 'My Store', 'My Products', 'Marketing', 'Social Networks', 'Customize design', and 'Video tutorials'. The 'My Store' icon is highlighted with a red box. The main content area is titled 'My Store' and contains a list of settings categories: General, Company logo, **2. Cookies / GDPR**, Contact details, Customer Details, Protect your website with a password, Select how to accept payments, Set up shop currencies, Shipping Charges, Taxes, Shop wide discounts, Custom Website contents, Edit Website Footer, Custom Navigation, Stock control, Search / Page Filters, Stamped.io, Afterpay, and Paypal Checkout. The 'Cookies / GDPR' section is expanded and highlighted with a blue box. It contains the following text: 'GDPR Compliance / Cookies', 'If you sell products to customers in the European Union, you must be compliant with the General Data Protection Regulations (GDPR), regardless of the country you are in. This means you must allow customers to opt out from being tracked by cookies in ways which personally identify them.', 'Add the code for affected tracking cookies below, so customers can opt out of being tracked on your Privacy page. You do not have to allow them to turn off Google Analytics, if you have set it to anonymous tracking. You can find out more information about the GDPR here.', and 'To comply with the GDPR you must also have a Data Processing agreement with us. You can download it here.' Below this text, there are three numbered steps: '3. Show cookie warning', '4. Enter Cookie message below:' (with a text area containing a sample message), and '5. Only enable Cookie after customer has opted in'. A red box highlights the 'Show cookie warning' checkbox. A red box highlights the 'Display text' area. A red box highlights the 'Only enable Cookie after customer has opted in' checkbox. A blue box highlights the 'Add Tracking Code' button. A red box highlights the 'Close' button at the bottom right.

Weitere Informationen zur DSGVO finden Sie [hier](#).

Um der DSGVO zu entsprechen, müssen Sie auch eine Datenverarbeitungsvereinbarung mit uns vorweisen. Sie können diese [hier](#) herunterladen.