



## GDPR Compliance and use of Cookies in website

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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 in ShopFactory Central - **My Store - Cookies / GDPR** 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.

The screenshot shows the ShopFactory Central interface. On the left, the 'My Store' menu item is highlighted with a red box and a yellow arrow labeled '1'. The main content area shows the 'Cookies / GDPR' settings page. The 'Cookies / GDPR' section is highlighted with a blue box and labeled '2'. The 'Show cookie warning' checkbox is checked and labeled '3'. The 'Display text' field contains a sample cookie warning message, with the instruction '4. Enter Cookie message below:' and a red box around the text. The 'Only enable Cookie after customer has opted in' checkbox is checked and labeled '5', with a red note: 'Tick this option if you want buyer to 'Accept' cookie.'. The 'Add Tracking Code' button is labeled '6'. A 'Close' button is labeled '7'.

You can find out more information about the GDPR [here](#).

To comply with the GDPR you must also have a Data Processing agreement with us. You can download it [here](#).