



## 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 'GDPR Compliance / Cookies' section contains the following text: '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. 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 red box around the text), and '5.  Only enable Cookie after customer has opted in' (with a red box around the text and a note: 'Tick this option if you want buyer to 'Accept' cookie.'). A blue button labeled '6. Add Tracking Code' is visible. At the bottom right, there is a '7. Close' button.

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

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