



GDPR Compliance and use of Cookies in website

Merliza N. - 2021-11-16 - Apps & ShopFactory Cloud

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, a sidebar menu lists various options: My Store (highlighted with a red box and a yellow arrow labeled '1'), My Products, Marketing, Social Networks, Customize design, and Video tutorials. The main content area is titled 'My Store' and contains a list of settings on the left and a 'Cookies / GDPR' section on the right. The 'Cookies / GDPR' section includes a 'GDPR Compliance / Cookies' box with explanatory text, a checkbox for 'Show cookie warning' (labeled '3.'), a 'Display text' field (labeled '4. Enter Cookie message below:'), a checkbox for 'Only enable Cookie after customer has opted in' (labeled '5.'), an 'Add Tracking Code' button (labeled '6.'), and a 'Close' button (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](#).