



## 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' icon is highlighted with a red box and a yellow arrow labeled '1'. 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 instructions, a 'Show cookie warning' checkbox (checked), a 'Display text' field with a red instruction '4. Enter Cookie message below:', and an 'Add Tracking Code' button. A red instruction '5. Only enable Cookie after customer has opted in' is also present. A red instruction '6. Add Tracking Code' is also present. A red instruction '7. Close' is at the bottom right.

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](#).