



Cookie Law and General Data Protection Regulation (GDPR) Compliance

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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 page has a sidebar with various settings categories, and the 'Cookies / GDPR' category is selected, indicated by a blue bar and a red '2'. The main content area is titled 'Cookies / GDPR' and contains a section for 'GDPR Compliance / Cookies'. This section includes text explaining the requirements for GDPR compliance and a list of tracking codes. The 'Show cookie warning' checkbox is checked, and the 'Only enable Cookie after customer has opted in' checkbox is also checked. A red '3' is next to the 'Show cookie warning' checkbox. A red '4' is next to the 'Display text' label, and a red '5' is next to the 'Only enable Cookie after customer has opted in' checkbox. A red '6' is next to the 'Add Tracking Code' button. A red '7' is next to the 'Close' button in the bottom right corner.

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](#).