



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 'My Store' settings page, with the 'Cookies / GDPR' option selected and labeled '2'. The 'Cookies / GDPR' settings page includes a 'General' section and a 'GDPR Compliance / Cookies' section. The 'GDPR Compliance / Cookies' section contains instructions and a 'Show cookie warning' checkbox labeled '3', which is checked. Below this, there is a 'Display text' field labeled '4. Enter Cookie message below:' containing a sample cookie message. A 'Add Tracking Code' button is labeled '6'. At the bottom right, there is 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](#).