



## 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, a sidebar menu has 'My Store' highlighted with a red box and a yellow arrow pointing to it. The main content area is titled 'My Store' and has a 'Cookies / GDPR' tab selected. The 'Cookies / GDPR' page has a 'GDPR Compliance / Cookies' section with 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 are three numbered steps: 3. 'Show cookie warning' (checked), 4. 'Enter Cookie message below:' (with a text area containing a sample message), and 5. 'Only enable Cookie after customer has opted in' (checked). Step 6 is 'Add Tracking Code' (a button). A 'Close' button is in the bottom right corner.

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

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