



## Cookie Law and General Data Protection Regulation (GDPR) Compliance

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, 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 is highlighted with a blue bar and a red '2'. The 'Cookies / GDPR' section contains the following text:

**GDPR Compliance / Cookies**

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](#).

3. ☒ Show cookie warning ⓘ

**Display text** 4. Enter Cookie message below:

This site wants to use cookies to improve your browsing experience. By using our site you accept that we use and share cookies and similar technologies with certain approved third parties. These tools enable us to improve your website experience and to provide content and ads tailored to your interests. By continuing to use our site you consent to this. Please see our Privacy Policy for more information.

5. ☒ Only enable Cookie after customer has opted in **Tick this option if you want buyer to 'Accept' cookie.**

6. Add Tracking Code

7. Close

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

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