



## 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 is a navigation menu with icons for 'My Store', 'My Products', 'Marketing', 'Social Networks', 'Customize design', and 'Video tutorials'. 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 has a sidebar with various settings categories. The 'Cookies / GDPR' category is selected and highlighted with a blue bar and a red '2'. The main content area shows the 'Cookies / GDPR' settings page. It has a title 'GDPR Compliance / Cookies' and a text area explaining the requirements. There are three numbered steps: '3. Show cookie warning' (checked), '4. Enter Cookie message below:' (with a text box containing a sample message), and '5. Only enable Cookie after customer has opted in' (checked). There is a red note: 'Tick this option if you want buyer to 'Accept' cookie.' Step '6. Add Tracking Code' is a blue button. A 'Close' button is at the bottom right, labeled with a red '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](#).