



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' 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 '2.' label. The main content area is titled 'Cookies / GDPR' and contains a section for 'GDPR Compliance / Cookies'. This section includes a paragraph explaining the requirement to allow customers to opt out of being tracked by cookies. Below this, 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). A '6. Add Tracking Code' button is also visible. A '7. Close' button is located at the bottom right of the settings panel.

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](#).