



# Cookies, consent and tracking **in the EU**

## ePRIVACY (EU COOKIE LAW)

Complying with the Cookie Law is mandatory if you have, or could have, European users and run cookies on your site

If you have EU-based users and you have cookies running on your site then informed consent must be freely given by those EU-based users before any cookies are run.

If the user refuses to grant consent, then cookies should not be run.

All relevant disclosures related to the use of cookies should be made available to users via an up-to-date Cookie Policy.

Note that a cookie is a small piece of data that is sent from a website or app and often stored on a user's computer via their web browser.

## ePRIVACY (EU COOKIE LAW)

Cookie Law requires users' informed consent before storing cookies on a user's device and/or tracking them.

Specifically you must:

- display a clearly visible **cookie banner/ notice** at the user's first visit;
- provide a link in the banner to a more detailed **Cookie Policy**;
- **block all non-exempt cookies and scripts** from being run until consent is received;
- **collect consent** via an explicit opt-in action.



## COOKIE POLICY

A basic Cookie Policy, at minimum, must contain:

- an up-to-date description of the **cookies used by the site** and their respective **purposes** (eg. measurement, ad personalization etc.);
- references to any **third-parties** which install or could install cookies through the site (e.g. facebook widgets, Google Ads etc.);
- the links to any relevant **policies** and/or **opt-out forms** of the aforementioned third-parties;
- instructions on how users may **deny or withdraw** their consent to the processing.



## COOKIE NOTICE/BANNER

The cookie notice/banner must:

- be **visible upon initial access** to the site;
- **briefly explain the purpose of the installation of cookies** that the site uses, and **clearly state which action will signify consent**;
- be **sufficiently conspicuous** so as to make it noticeable; and
- **link to a Cookie Policy** with details about cookie purpose, usage, and related third-party activity.



## COOKIE CONSENT AND PRIOR BLOCKING

The Cookie Law in the EU requires that informed user consent must be collected before the installation of non-exempt cookies.

**So, all scripts that install or that could install profiling cookies must first be blocked and reactivated only after consent.**

User-preferences can be “remembered” for a set period so that return users are not asked again and again for consent once they’ve provided it.

Note that the use of cookie-management systems which are not optimized for business activities can come with the risk of significant negative impacts on site performance and, ultimately, business revenue.

## ABOUT IUBENDA

# iubenda is the most **simple**, **complete** and **professional** way to comply with international regulations & privacy laws

iubenda adopts a comprehensive approach to legal compliance.

More than 65,000 companies worldwide trust our solutions for compliance with the GDPR, EU Cookie Law, California's CCPA and other global privacy laws.

We offer a complete set of SaaS solutions which allows you to easily manage cookies, create consent records and generate customized Privacy Policies, Cookie Policies and Terms and Conditions.



IUBENDA PRIVACY & COOKIE POLICY GENERATOR

# The solution to **draft**, **update** and **maintain** your Privacy and Cookie Policy

✓ FOR GDPR

✓ FOR CCPA

Easily generate and manage a Privacy and Cookie Policy that is professional, self-updating and customizable from 1,000+ clauses, available in 8 languages, drafted by an international legal team and up to date with the main international legislations.



IUBENDA COOKIE SOLUTION

# Cookie consent management for **ePrivacy**, **GDPR** and **CCPA**

✓ FOR GDPR

✓ FOR CCPA

Easily generate a fully customizable cookie banner or a CCPA notice of collection, seamlessly collect consent, implement prior blocking with asynchronous re-activation and support opt-out from sale via a “Do Not Sell My Personal Information” link.



## IUBENDA CONSENT SOLUTION

# Easily collect **GDPR consent**, document opt-ins and **CCPA opt-outs**

✓ FOR GDPR

✓ FOR CCPA

Record and manage GDPR consent, document opt-ins and CCPA opt-outs for each of your users. It smoothly integrates with your consent collection forms, syncs with your legal documents and includes a user-friendly dashboard for reviewing consent records of your activities.





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