

# Cookie Consent Checklist

PrestaShopCompliance.com

EU compliance for merchants

Consent that stands up to scrutiny

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## Classify your cookies

The ePrivacy Directive 2002/58/EC requires prior informed consent for storing or reading non-essential information on a user's device. Start by knowing what you actually set.

- Audit every cookie and similar technology you use
  - Separate strictly necessary cookies from the rest
  - Identify analytics, marketing and third-party cookies as non-essential
  - Record the purpose and lifespan of each cookie
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## Apply the essential-cookie exemption

Strictly necessary cookies are exempt from consent, but the exemption is narrow.

- Only treat cookies needed to deliver a requested service as essential
  - Do not classify analytics or advertising cookies as essential
  - Load non-essential cookies only after consent is given
  - Document why each essential cookie qualifies
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## Obtain prior, informed consent

Consent under GDPR (Regulation 2016/679) must be freely given, specific, informed and unambiguous.

- Ask for consent before any non-essential cookie is set
  - Explain what each category of cookie does in plain language
  - Use no pre-ticked boxes and no assumed consent
  - Treat continued scrolling or browsing as not equal to consent
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## Make refusal as easy as acceptance

Users must be able to say no as easily as they can say yes.

- Provide a reject option at the same level as accept
- Avoid designs that push users towards acceptance
- Do not hide the reject choice behind extra clicks
- Keep the reject and accept buttons equally prominent

## Give control and allow withdrawal

Consent is not permanent. Users must be able to change their minds.

- Offer granular choices by cookie category
- Make withdrawing consent as easy as giving it
- Provide a way to revisit cookie settings at any time
- Re-request consent when purposes materially change

## Keep evidence and review

You should be able to demonstrate valid consent and keep it current.

- Record when and how consent was obtained
- Re-audit cookies regularly, especially after adding tools
- Check third-party scripts are not setting cookies before consent
- Review your cookie notice against your live cookies

This checklist is general guidance and not legal advice. Requirements stem from the ePrivacy Directive 2002/58/EC and the GDPR; national rules and regulator guidance add further detail.