

The 4 Types of Website Cookies and How You Can Ensure Compliance



Website cookies are small data files a website stores on a user's device like a computer, mobile, or tablet. The data cookies store is used to offer them a slick & personalized website experience.



Cookies are mainly governed by the Cookie Law. However, post the GDPR, getting "unambiguous consent" via an affirmative action is required before Using certain types of website cookies.

The 4 Types of Cookies

- ### 1 Strictly necessary cookies

These cookies allow a website to function properly. These cookies are used for essential website functions like letting a user login and access their member area.
- ### 2 Performance cookies

These cookies collect information about how visitors use a website ... and are used to improve how a website works. These cookies are used for essential website functions like letting a user login and access their member area.
- ### 3 Functionality cookies

These cookies allow a website to remember the different choices visitors make (such as their language preferences) and provide enhanced, more personal website experiences. A customer service portal of a website might install functionality cookies on a user's device to offer more personalized support experiences.
- ### 4 Strictly necessary cookies

These cookies are used to run personalized promotions and advertising campaigns based on the users' personal interests and preferences. Advertising solutions like Google AdWords, DoubleClick install such cookies.

Use strictly necessary cookies on your website?	Use performance cookies on your website?	Use functionality cookies on your website?	Use targeting or advertising cookies on your website?
You don't need to seek any consent for using strictly necessary cookies.	Include the consent into your terms and conditions page. By using your website, your users consent to using your performance cookies.	Include the consent into your terms and conditions page. By using your website, your users consent to your functionality cookies.	Include the consent into your terms and conditions page. By using your website, your users consent to your functionality cookies.

Why Offering Granular Cookie Consent Might Be the Best Idea

While consent needs to be explicitly sought only before installing targeting or advertising cookies, most companies that are working toward building progressive, privacy-aware businesses are offering their users granular cookie consent forms. Here, users can choose to consent to or reject any cookie type.

Necessary Preferences Statistics Marketing

The 7 Cookie Consent Best Practices

- ### 1 Strictly necessary cookies

Don't throw legal jargon at your website visitors. Use everyday language to explain to them what cookies you use, what data they store, and how you plan on using the data.
- ### 2 Get the consent before installing cookies

Don't install cookies on your visitors' devices without asking them first. The GDPR and the ePrivacy Directive NEED you to seek your visitors' consent before setting the cookies.
- ### 3 Earn consent with an affirmative user action

Avoid using pre-ticked boxes to get your website visitors' consent. Ask them to take an affirmative action (like ticking the consent option or opting-in) to consent to your use of your cookies.
- ### 4 Allow users to opt out of your cookie tracking

Add opt-out pages to your website and tell your visitors they can opt-out any time. Explain the opt-out processes clearly on your privacy policy page as well
- ### 5 Renew consent every year

Check in with your visitors once a year and request them to renew their consent to the use of your cookies. The ePrivacy Directive proposes that consent must be renewed every year.
- ### 6 Record your users consent

You should always be able to demonstrate that the data subject consented to the processing of their cookie data. So record who consented and when and how the consent was obtained along with the consent form they were shown
- ### 7 Partner with solutions that use cookies with diligence

Don't throw legal jargon to explain to them what cookies you use, what data they store, and how you plan on using the data.