

# Legal and compliance

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Chatbots provide the resources you require to gather consent from your visitors and, if relevant, follow their behavior with a cookie. These settings help you customize your messaging and tailor chatbots to fit your organization's privacy and compliance standards.

## Visitor consent

Depending on your compliance obligations and local laws, you may need to gather consent from your visitor before gathering their information. You can trigger a consent agreement interaction at the beginning of every bot conversation.

**Consent required from:** Define whether to request consent from all visitors or only those whose IP identifies their location in specific countries.

**Website visitor location(s):** Select the exact locations where this setting is relevant. For instance, visitors from the European Union can see specific text relevant to the GDPR and provide explicit consent, keeping you compliant and their rights protected. Select specific regions, countries, or US states.

**Data processing consent agreement:** Adjust the consent agreement's title and text so it fits your organization and the obligations you're describing. You can also customize the accept/decline button text. We recommend you keep this text conversational, rather than in legalese.

**Privacy policy URL and label:** Link to your privacy policy in the consent process and the hyperlinked text used when displaying it.

**Data processing consent declined:** Specify the text a visitor sees after they decline consent. You can also define the text on the button they click to view the policy again.

## Cookies

With a cookie, you can identify returning visitors to your site and the pages they navigate to on your website. However, it's important to ensure you're only collecting the page views and sessions of website visitors in scenarios where your organization stays compliant with all relevant regulations.

If it's relevant, you can limit the collection only when visitors grant their consent. This is managed through your website's cookie banner. chatbots provides code to add to your existing cookie banner.

Alternatively, you can turn off cookies altogether. This means chatbots won't have visibility into page views or sessions for any website visitors.

When your cookies are turned on, based on granted consent, you are provided code to paste in the backend of your website's cookie banner. If you are instead collecting for all website visitors without asking consent, chatbots gathers this information automatically.

To update settings, go to **Account → Visitor consent & cookies → Cookies**.

## Cookies turned off / Visitor declined consent

If you turn off all cookies, or if a visitor declines consent, this means chatbots will no longer gather this information for the contact. If you view one of their activities in the activity stream, it will not display any information related to pages visited or sessions on your website.

Functionality of [Audience](#) parameters is dependent partially on provided consent. If cookies are turned off or if a website visitor declines consent to cookies, chatbots will not have visibility for the following parameters:

- Visits to website
- Previous conversations
- Pages viewed

[Learn more about OnceHub cookies](#)

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