

## Legal and compliance

Last Modified on Dec 2, 2020

ChatOnce provides the resources you require to gather consent from your visitors and, if relevant, follow their behavior with a cookie. The Privacy page helps you customize your messaging and tailor ChatOnce to fit your organization's privacy and compliance standards.

### Conversation 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.

**Website visitor location:** You can show this to everyone or only to people in specific locations. 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.

**Consent agreement:** You can 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 link:** Link to your privacy policy in the consent process.

**Decline confirmation:** Specify the text a visitor sees after they decline consent.

The screenshot shows a configuration page for 'HiTech Co' with a 'Privacy' header. Two tabs are visible: 'Conversation consent' (active) and 'Website analytics'. Under 'Website visitor location', there are two radio buttons: 'Any website visitor' (unselected) and 'Website visitors from specific locations' (selected). Below this is a dropdown menu for 'Website visitor location(s)' with the text 'Please select a location'. The 'Consent agreement' section contains a 'Title' field with 'GDPR Agreement' and an 'Agreement text' field with the text: 'Hi there! We would love to talk with you. Under the EU General Data Protection Regulation, we need your approval for our use of personal information (e.g. ...'. A cursor is visible over the text field.

Figure 1: Conversation consent

### Analytics cookie

With an analytics 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. ChatOnce provides code to add to your existing cookie banner.

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

When your website analytics 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, ChatOnce gathers this information automatically.

To update settings, go to the **Privacy** page and select the **Website analytics** tab.

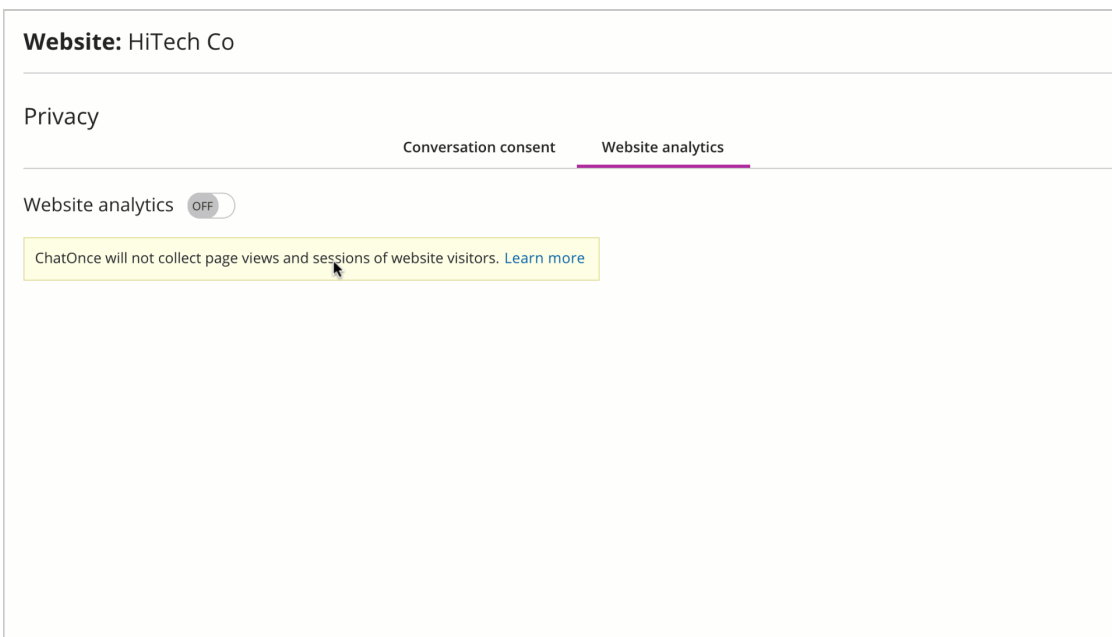


Figure 2: Analytics cookie configuration

### Website analytics turned off / Visitor declined consent

If you turn off all website analytics, or if a visitor declines consent, this means ChatOnce 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 website analytics are turned off or if a website visitor declines consent to cookies, ChatOnce will not have visibility for the following parameters:

- Visits to website
- Previous conversations
- Pages viewed