How to set-up analytic.js to comply with the European law on the deposit of cookies

Information for European publishers using AFS Analytics.

Cookie: What does the law say?

In application of the European directive called `telecom package`, internet users must be informed and give their consent prior to use cookies. Publishers are therefore obliged to obtain this consent. This consent is valid for a maximum of 13 months.In other words, the website must ask users if they agree to most cookies and similar technologies before the site starts to use them.

However, some cookies are exempt from this requirement

Which cookies do not require the prior consent of users?

1. `Session identifying cookies (session-id)` such as first?party cookies to keep track of the user's input when filling online forms, shopping carts, etc., for the duration of a session or persistent cookies limited to a few hours in some cases
2. `Web analytics` or audience measurement cookies, under certain conditions. See paragraph below;
3. Cookies `strictly necessary` for the delivery of a service expressly requested by the subscriber or the user.
4. `Shopping cart` cookies for a merchant site;
5. `Authentication` cookies;
6. `Multimedia player` session cookies;
7. `Load balancing` session cookies;
8. `UI customization` cookies: User interface customization cookies are used to store a user's preference regarding a service across web pages and not linked to other persistent identifiers such as a username. They are only set if the user has explicitly requested the service to remember a certain piece of information, for example, by clicking on a button or ticking a box. They may be session cookies or have a lifespan counted in weeks or months, depending on their purpose

The case of web analytics cookies

To be exempt from a consent request, audience measurement cookies must meet the following conditions

1. Information must be given to users who must be able to oppose the treatment. (Opt-out);
2. The data collected should not be cross-checked with other treatments: Shared cookies.
3. The cookie must only be used for the production of anonymous statistics and must not allow navigation to be monitored by different sites. Its life should be limited to 13 months.
4. Anonymized IP address: To avoid going back to a physical person, only the first two bytes of the IP address will be kept.

Analytics solutions that do not comply with the above conditions must be subject to the prior consent of users.

How to configure AFS Analytics to be in compliance

AFS Analytics only has first-party cookies, which means cookies that are posted from your site's domain. The content of first-party cookies can only be transmitted from your site and are not accessible outside your site.

There are three ways to bring your site into compliance.
First : Ask AFS Analytics not to store cookies.
Second : Set AFS Analytics for exemption of request for consent.
Third: : Obtain the user's consent via analytics.js or inform AFS about the consent..

Solution 1: Ask AFS Analytics not to store cookies.

This is the most radical solution. AFS will not deposit cookies on Internet users' terminals. Only session cookies allowed by law will be used. The disadvantage of this solution is the impossibility of knowing whether the visitor is new or returning, or access the list of his previous visits.

How to configure analytics.js to stop depositing cookies

a. Enable the consent rule
The consent rule is activated with the `nocookie` parameter.
b. Define the region to which the consent rule applies.
Europe -> `eu`, USA -> `us`, tous -> `all`.

In our example the rule applies only to EU citizens.

```
//code solution 1
aa("set","cookieconsent_mode", "nocookie")
aa("set","cookieconsent_audience", "eu") ;
```

How does it work?

AFS detects the user's country.
- If it is European, cookies are not stored
- Otherwise cookies are saved normally..

Note: The user location service provided by AFS Analytics is guaranteed only for premium accounts. For free accounts, you must inform AFS Analytics of the user's location.

Solution 2: The exemption of request for consent to Internet users.

This solution allows you to be exempt from consent in accordance with the regulations. The duration of the cookie is 12 months from the first visit.

a. Inform the user of the presence of audience measurement cookies
Warn in the legal notice of your site that it uses AFS Analytics as a solution of audience analysis in order to obtain statistics on the traffic. You can use the following message:

```
In order to better serve you and improve the user experience, we are analyzing the audience o
```

b. Include a withdrawal or Opt-Out option in the legal notice..
Has been added into the previous paragraph.
c. Enable the consent rule in analytics.js.
d. Define the location of the users concerned.
e. Anonymize the IP address
To avoid going back to a physical person, analytics.js will anonymize the IP address, only the first two bytes of the IP address will be kept.

In our example the law applies only to European Internet users.

```
//code solution 2
aa("set", "cookieconsent_mode", "exemption")
aa("set", "cookieconsent_audience", "eu") ;
```

The setting for the `cookieconsent_anonymizeip` variable accepts the following parameters :

`true` : Only the last byte is deleted. IP 8.8.8.8 becomes 8.8.8.0
`false` : The address becomes 8.8.8.8
`1` : Last byte is deleted -> 8.8.8.0 (equivalent to true).
`2` : The last two bytes are deleted -> 8.8.0.0
`3` : The last three bytes are deleted -> 8.0.0.0

Note: do not confuse the cookieconsent_anonymizeip variable with anonymizeip. The first is only about users defined by `cookieconsent_audience`. The second concerns all visitors to the site.

Solution 3 The request for consent to Internet users.

I. You asked the user's consent on your website:

As previously stated, AFS Analytics via analytics.js only uses first-party cookies, that is, cookies that are attached to the domain name of your site. For this reason, you do not have to request specific consent for AFS Analytics. The consent previously obtained by the visitor is valid for the removal of cookies managed by AFS Analytics. In this case, you just need to update your legal notices or terms of use.

```
   In order to better serve you and improve the user experience, we are analyzing the audience o
```

II. You did not ask for the user's consent:

You must inform the user of the deposit of cookies and add a mention in your privacy page or legal notice.

When is the consent of the user valid?

To the extent that the consent must not be ambiguous, the consent banner must stay visible until the person has continued to navigate, that is, as long as they have not visited another page of the site or clicked on an element of the site (image, link, search button).

The steps to follow:
a. Display a banner informing about the use of cookies:

```
   By continuing your visit to this site, you accept the use of Cookies to establish visit stat
```

b. A "Learn More" link:
Optionally, you can add a `learn more` link sending to a page detailing the role of registered cookies and an `opt-out` option (removal of cookies).
c. Add AFS Analytics disclaimer to your privacy policy page:

```
In order to better serve you and improve the user experience, we are analyzing the audience of
```

d. How to configure analytics.js:

Analytics.js can perform all the technical part for you:

AFS Analytics does the following:

AFS uses its location service to define the internet user as European.
Has the user given consent? -> If yes, does the `cookieconsent_status` exist? if Yes, read its content:
If `deny` » or `optout`. No consent, no saved cookies. Only a session cookie is used.
if `allow`, cookies are stored normally.

If no consent, a consent request banner will be automatically displayed by analytics.js (automated mode: `consent_auto` or your own callback routine will be called, mode: `consent`

Note: Consent messages displayed by analytics.js are in French or English depending on the origin of the user.

The automated mode:

If you want the automatically display of the banner by analytics.js, you must define the consent mode with `consent_auto`.

```
//code solution 3 with automated mode
aa("set","cookieconsent_mode", "consent_auto")
aa("set","cookieconsent_audience","eu") ;
```

Optionally in this mode you can define your own message, the button caption and a callback function:

`cookieconsent_message`: The message to display.
`cookieconsent_button`: The button text.
`cookieconsent_callback`: your own function, you can change the attributes of the box or text.

Example:

```
//code solution 3 with automated mode
aa("set", "cookieconsent_mode", "consent_auto")
aa("set", "cookieconsent_audience", "eu") ;
aa("set", "cookieconsent_message", "By continuing your navigation, you accept the use of cook
aa("set", "cookieconsent_button", "Accept") ;
```

Example with callback function:

Callback function allows you to change the attributes of the box.

```
aa("set", "cookieconsent_mode", "consent_auto")
aa("set", "cookieconsent_audience", "eu") ;
aa("set", "cookieconsent_message", "By continuing your navigation, you accept the use of cookie
aa("set", "cookieconsent_button", "Accept") ;
aa("set", "cookieconsent_callback", "myfunction") ;
```

The Normal mode:

The mode without box display by analytics.js. The display is managed by your own routine.

```
//code solution 3 with normal mode
aa("set", "cookieconsent_mode", "consent")
aa("set", "cookieconsent_audience", "eu") ;
aa("set", "cookieconsent_callback", "askconsent") ;
```

Remarque: If you use AFS Analytics localization service, a cookie, `aa_country`, containing the user's country will be created

The function used by analytic.js to display the banner

```
function consentbox()
 {
   var m=this.cookieconsent_message;
   var b=this.cookieconsent_button;
    var l=0;

  if (m==-1)
   {

   var l0 = navigator.language || navigator.userLanguage;
   var l1 =document.getElementsByTagName('html')[0].getAttribute('lang');
   var l2=document.getElementsByTagName('html')[0].getAttribute('xml:lang');
   if (l0=="fr" || l1=="fr" || l2=="fr") l=1;
   m="This site uses cookies. By continuing to browse the site you are agreeing to our use of
   b="Accept";
    if (l==1)
    {
    var m="En poursuivant votre navigation, vous acceptez l'utilisation de Cookies pour réali
    b="J'accepte";
    }
   }

   var div=document.createElement('div');
    div.id = 'consent_box';
    document.body.appendChild(div);
    div = document.getElementById("consent_box");
    div.style.width="100%";
    div.style.margin="0";
```

```
    div.style.background="rgba(0, 0, 0, 0.80)";
    div.style.padding="5px";
    div.style.color="#FFF";
    div.style.position="fixed";
    div.style.display="none";
    div.style.bottom="0";
    div.style.right="0";
    div.style.left="0";
    div.style.zIndex="9999";
    div.style.fontSize="13px";
    div.style.fontFamily="sans-serif";
    var text='<div class="consent_design">';
    text+='<div id="consent_text">'+m+'</div>';
    if (b!=-1) text +='<div id="consent_button"  onclick="document.getElementById('consent_box').
    text+='</div>';
    div = document.getElementById("consent_box");
    div.innerHTML=text;
    var div1=document.getElementById("consent_text");
    div1.style.minheight="20px";
    div1.style.padding="10px";
    div1.style.width="70%";
    div1.style.display="inline-block";
    div1.style.cssFloat="left";

    if (b!=-1)
    {
    div1=document.getElementById("consent_button");
    div1.style.fontFamily="sans-serif";
    div1.style.fontSize="13px";
    div1.style.margin="10px";
    div1.style.marginRight="20px";
    div1.style.display="inline-block";
    div1.style.cssFloat="right";
    div1.style.border="2px solid rgba(255,255,255,1)";
    div1.style.borderRadius="2px";
    div1.style.padding="5px 10px";
    div1.style.fontWeight="400";
    div1.style.opacity=".90";
    div1.style.cursor="pointer";
    }

       div.style.display ="block";
    };
```

Analytics.js Additional options available

1. Change the name of the consent cookie:

```
aa("set", "cookiesconsent_name", "nameofcookieconsent") ;
```

2. The AFS Analytics localization service

On each user connection, analytics.js uses its location service to detect the origin of the visitor and deposit the cookie `aa_country` containing the code of his country. This cookie is exempt from the visitor's consent request. However, the availability of this service is provided exclusively to our premium plan subscribers.

For free accounts, we advise you to disable this service, and to inform AFS about the visitor's country.

```
aa(set, "localisation", "disable") ;
aa(set, "country", "FR") ;
```

3. Useful info:

[Cookie Consent Exemption](#)
[AFS Analytics GDPR Compliance and Privacy](#)