

PRESENTER(S) NAMES

Brian Clifton

**LANGUAGE:** English**SESSION TITLE**

Learn how to audit your website for GDPR compliance in 20 mins!

DESCRIBE YOUR SESSION

I walk through how to quickly establish if a site is consent compliant. That is, if cookies and trackers are loaded that should not be, based on a simulated visit and consent choice. (no slides!)

TAGS:

GDPR

Compliance

Audit

LEVEL OF EXPERTISE

BEGINNER



INTERMEDIATE



ADVANCED

DELIVERY STYLE

WORKSHOP



DISCUSSION



PRESENTATION

SUBJECT AREA

TECHNICAL



ANALYTICAL



BUSINESS



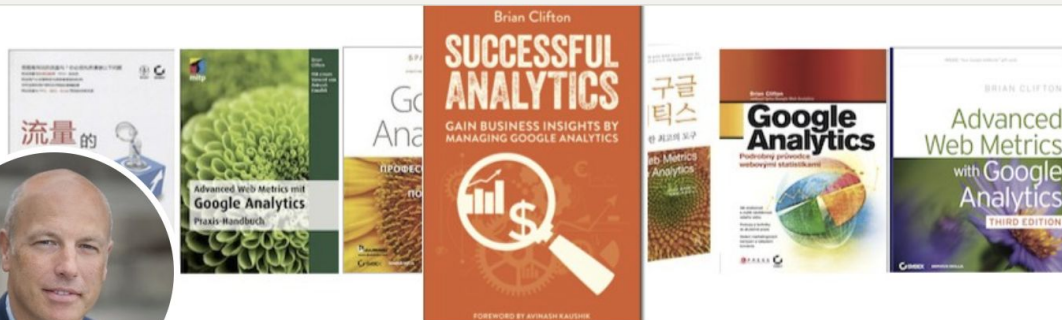
Please connect...



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Verified Data



Google EMEA



Search Integration

Site to Audit: boots.com

The screenshot displays the Boots.com website interface. At the top, there is a navigation bar with the Boots logo, a search bar, and links for 'Ship to' (with a UK flag), 'Find a store', and 'Help'. On the right side of the navigation bar, there are links for 'Log in/register' and 'Advantage Card'. Below the navigation bar is a search bar with the placeholder text 'Search products, brands and services...'. Underneath the search bar is a horizontal menu with categories: 'Shop by department', 'Prescriptions', 'Health hub', 'Inspire Me', 'Offers', and 'No7'. Below this menu is a dark blue bar with four delivery options: 'Next day delivery' (with a truck icon), 'Standard delivery' (with a truck icon), 'Click & Collect' (with a hand icon), and 'Delivered on demand' (with a person icon). The main content area features a red banner with the text 'Treat yourself to our latest & greatest deals this winter'. Below this banner are five promotional cards. The first card is for '£10 Tuesday' with 'DOUBLE POINTS' and 'Super savings, today only!'. The second card is for 'No7' with 'SAVE 15%' and 'Save 15% when you buy 2 selected No7 favourites with code NO7SAVE15'. The third card is for 'Fragrance' with 'SAVE UP TO 1/2 PRICE' and 'Pick up a new spritz & save up to 1/2 price on selected fragrance icons'. The fourth card is for 'Baby' with 'SAVE £5' and 'Save £5 for every £40 spent on selected baby with code BABYJAN'. The fifth card is partially visible and shows 'Est' and 'Indulge in Repair Seru 2-'. Each card has a 'SHOP NOW' button at the bottom.

Ship to | Find a store | Help

Log in/register | Advantage Card

Search products, brands and services...

Shop by department | Prescriptions | Health hub | Inspire Me | Offers | No7

Next day delivery
View checkout for details

Standard delivery
FREE when you spend £25

Click & Collect
FREE when you spend £15

Delivered on demand
Explore instant delivery

Treat yourself to our latest & greatest deals this winter

£10 Tuesday DOUBLE POINTS
Super savings, today only!
Find new favourites for just £10 & receive double points!*

SHOP NOW

No7 SAVE 15%
Save 15% when you buy 2 selected No7 favourites with code NO7SAVE15

SHOP NOW

Fragrance SAVE UP TO 1/2 PRICE
Pick up a new spritz & save up to 1/2 price on selected fragrance icons

SHOP NOW

Baby SAVE £5
Save £5 for every £40 spent on selected baby with code BABYJAN

SHOP NOW

Est
Indulge in Repair Seru 2-
S

UK pharmacy & healthcare founded 1877; Mix of retail stores and online.
Largest e-pharmacy in Europe by revenue (~10x Apoteket.se)

Consent: **Reject All**

Ship to Find a store Help

Log in/register Advantage Card

Search products, brands and services...

Shop by department Prescriptions

Next day delivery
View checkout for details

Delivered on demand
Explore instant delivery

Boots
Cookies

No... not the kind you'd find in a Meal Deal. These cookies are set by us and our advertising partners, to allow you to get the best experience when shopping with us, to personalise content and ads, to provide social media features and to analyse how our website is used. Click 'Accept cookies' to consent, or 'Decline Advertising Cookies' to see less targeted ads. If you choose to decline advertising cookies, we may still use Performance and Functional cookies to optimise our website and improve your experience. To manage your preferences (across all cookie categories), please click 'Cookie settings'.

Accept Cookies **Decline Advertising Cookies**

[Cookie settings](#)

£10 Tuesday
DOUBLE POINTS
Super savings, today only!
Find new favourites for just £10 & receive double points!*

No7
Save 15% when you buy 2 selected No7 favourites with code NO7SAVE15

Fragrance
Pick up a new spritz & save up to 1/2 price on selected fragrance icons

Baby
Save £5 for every £40 spent on selected baby with code BABYJAN

Est
Indulge in Repair Serum 2-

SHOP NOW SHOP NOW SHOP NOW SHOP NOW

UK pharmacy & healthcare founded 1877; Mix of retail stores and online.
Largest e-pharmacy in Europe by revenue (~10x Apoteket.se)

Consent: **Reject All**

Ship to | Find a store | Help

Log in/register | Advantage Card

Search products.

Shop by department | Presc

Next day delivery
View checkout for detail

Delivered on demand
Explore instant delivery

DOUBLE POINTS

£10 Tuesday

Super savings, today only!
Find new favourites for just £10 & receive double points!*

Powered by

Boots Privacy preference centre ✕

Your privacy

Strictly Necessary Cookies

Performance Cookies

Functional Cookies

Advertising Cookies

Performance Cookies

These cookies allow us to anonymously monitor our website usage. Count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

Save Settings ✕ | Allow All | Decline Advertising Cookies

SHOP NOW | SHOP NOW | SHOP NOW | SHOP NOW

UK pharmacy & healthcare founded 1877; Mix of retail stores and online.
Largest e-pharmacy in Europe by revenue (~10x Apoteket.se)

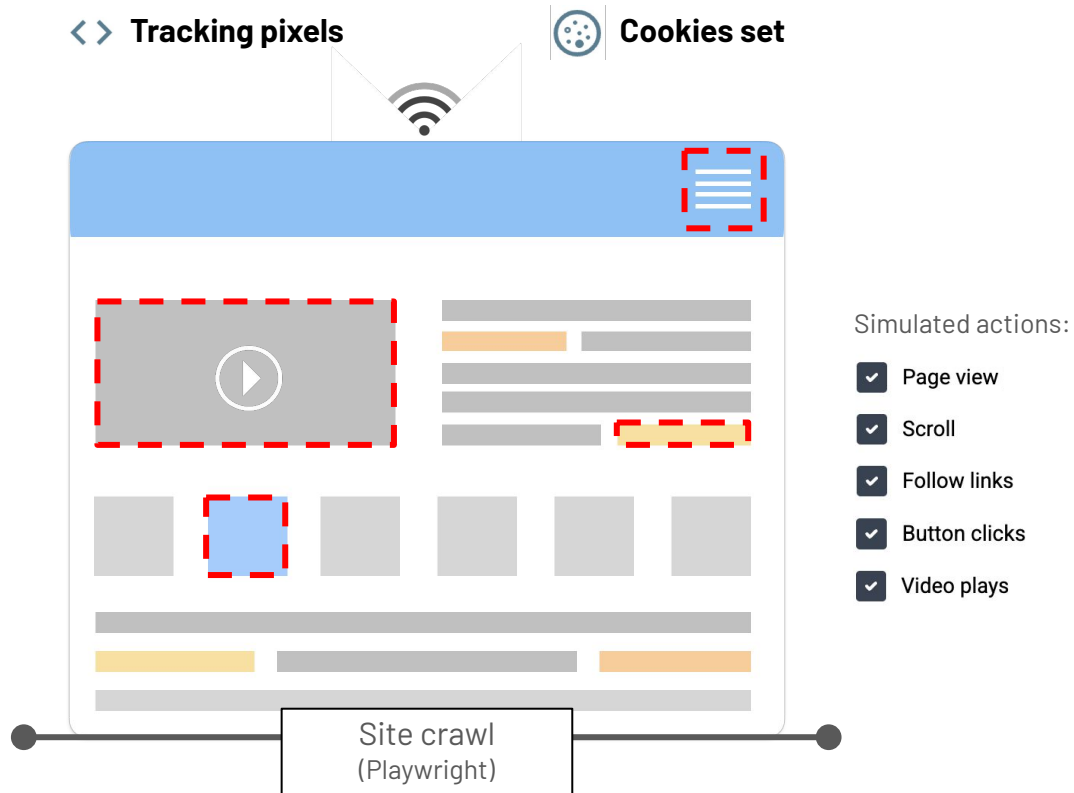
Tool Used - free version available



Website Compliance Audit Tool

verified-data.com

Visit simulation - How it works





Crawl Options


Simulation Settings

Adjust these if you expect compliance or pixel coverage to vary for different settings.


BROWSER TYPE ?


 Chrome


 Firefox

 Safari

SIMULATE FROM ?

 Ireland/Europe

 North Virginia/US

 South Korea/Asia

USER AGENT ?

Windows User

[Edit](#) [Reset](#)

PAGES TO SAMPLE ?

25 [Visit Settings](#)

ACTIONS TO SIMULATE

Page view (always on)

Button clicks ?

Scroll (always on)

Video plays ?

Follow links (always on)

e.g. menu items, file downloads, outbound links

Crawl Options

Consent Selector

If a consent banner is used, this step configures how the crawler works with the user choice.

CONSENT CHOICE

Select the banner choice to audit:

- No banner shown
- Banner shown, but ignored
- Allow All
- Reject All - also called Necessary or Essential only
Select this to reject all tracking and cookie options. This is the equivalent of selecting Necessary only.
- Preferences - also called Functional
- Statistics - also called Performance or Analytics
- Marketing - also called Targeting or Advertising

SIMULATE CHOICE

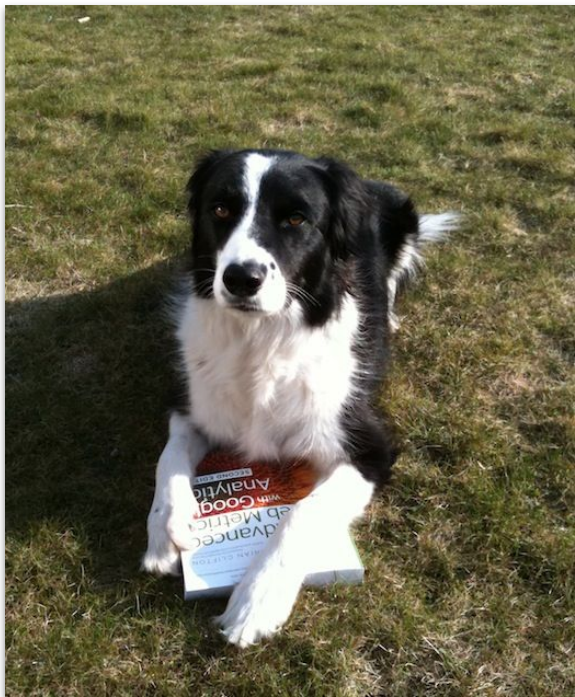
- Consent configured at 18-Jan-2025 - [Change](#)

[Back](#)

Step 3/3

[Start Audit](#)

Like pets, audits should not be set and forget



SCHEDULER

A scheduled audit will run at the same time of day as its first logged audit.

WHEN TO AUDIT

Every day

NOTIFY

Notify me 

Only if there is a change

WHEN TO NOTIFY

Every audit

Scheduled audits only

Save

Thank you - free version available



Website Compliance Audit Tool

verified-data.com