



Cookie Consent User Guide

PrestaShop module · Compatible with PrestaShop 1.7, 8 and 9

GDPR cookie consent **done right**

Cookie Consent shows a GDPR cookie banner with granular categories and wires up **Google Consent Mode v2**. It can inject GA4, Google Tag Manager and the Meta (Facebook) Pixel only after the matching consent is granted, block known third-party scripts until then, publish a cookie declaration and keep a consent register you can export to CSV. No coding, no theme edits.

1. Installation

1. In the back office go to **Modules** → **Module Manager** → **Upload a module** and select the module ZIP.
2. Once installed, click **Configure** to open the setup wizard.

Updates are automatic. They are tied to your domain — no licence key to enter. Development domains (`.local` , `.test` , `localhost`) are always allowed. When a new version is available it is shown right inside the module.

2. Configuration — step by step

The Configure screen has two tabs: **Settings** (everything below) and **Consent register** (the accountability log). All the options live on one Settings form, grouped into the sections described here.

Cookie consent settings

Open the **Settings** tab and fill in the groups in order, then press **Save** at the bottom.

- **General** — *Enable the cookie banner* (master switch: when off, no banner, no tags, no blocking), *Banner position* (*Bottom bar* or *Centered modal*), *Block third-party scripts until consent* (neutralises known trackers — Analytics, GTM, Facebook, Hotjar, DoubleClick, YouTube — and any script marked `type="text/plain" data-cookiecategory="..."`), *Show only to EU visitors (best effort)*, *Consent lifetime (months)* (1-24, default 6) and *Policy version* (raise it to re-ask everyone after a policy change).
- **Categories** — necessary cookies are always active and cannot be disabled. Turn on the optional categories you use: *Preferences*, *Statistics / Analytics* and *Marketing*.
- **Google & Meta tags** — *GA4 Measurement ID* (`G-XXXXXXX` , loaded via gtag.js, gated by Consent Mode v2 / Statistics), *Google Tag Manager ID* (`GTM-XXXXXX` , the Consent Mode default is pushed before GTM loads) and *Meta (Facebook) Pixel ID* (numeric, loaded only when Marketing is granted).
- **Appearance** — *Background color*, *Text color*, *Primary button color* and *Primary button text color* (hex values such as `#222222`).
- **Banner texts (per language)** — override the *Title*, *Body*, *"Accept all" button*, *"Reject all" button*, *"Customise" button* and *"Save preferences" button* for each shop language. Leave a field blank to keep the built-in text.
- **Category descriptions (per language)** — the explanatory text shown under Necessary, Preferences, Statistics and Marketing in the preferences panel.
- **Cookie declaration** — the per-category table listed in the preferences panel: pick a *Category* and enter the *Cookie name*, *Domain*, *Duration* and *Purpose*. Leave the category empty to drop a row.
- **Data** — *Drop data on uninstall*. Keep it off: the consent register is your accountability proof, so it survives uninstall unless you opt in.

General

Enable the cookie banner

Master switch. When off, no banner, no tags, no blocking.

Banner position

Block third-party scripts until consent

Neutralises known trackers (Analytics, GTM, Facebook, Hotjar, DoubleClick, YouTube) and any script marked with `type="text/plain" data-cookiecategory="..."`. They run only after the matching category is granted.

Show only to EU visitors (best effort)

Best-effort geo check. Keep OFF to show the banner to everyone (recommended: many non-EU laws also require consent).

Consent lifetime (months)

How long a choice is remembered (1-24, default 6).

Policy version

Increase this number to invalidate stored choices and re-ask everyone (e.g. after a policy change).

Categories

Necessary cookies are always active and cannot be disabled.

Preferences category

Statistics / Analytics category

Marketing category

Google & Meta tags

GA4 Measurement ID

Format G-XXXXXXX. Loaded via `gtag.js`, gated by Consent Mode v2 (Statistics).

Cookie consent settings (1/4)

Google Tag Manager ID

Format GTM-XXXXXX. The Consent Mode default is pushed before GTM loads.

Meta (Facebook) Pixel ID

Numeric ID. Loaded only when Marketing is granted.

Appearance

Background color

#ffffff

Text color

#1d2b36

Primary button color

#2d7ff9

Primary button text color

#ffffff

Banner texts (per language)

Title **EN**

We value your privacy

IT

Teniamo alla tua privacy

Body **EN**

We use cookies to run the shop, remember your preferences and, with your consent, measure traffic and show relevant ads. You can accept all, reject all, or

IT

Usiamo i cookie per far funzionare il negozio, ricordare le tue preferenze e, con il tuo consenso, misurare il traffico e mostrarti annunci pertinenti. Puoi accettare

"Accept all" button **EN**

Accept all

IT

Accetta tutto

"Reject all" button **EN**

Reject all

IT

Rifiuta tutto

"Customise" button **EN**

Customise

Cookie consent settings (2/4)

"Customise" button

EN

IT

"Save preferences" button

EN

IT

Category descriptions (per language)

Category descriptions

EN

necessary

preferences

statistics

marketing

IT

necessary

preferences

statistics

marketing

Cookie declaration

Cookie declaration *Listed per category in the preferences panel. Leave the category empty to drop a row.*

Category	Cookie	Domain	Duration	Purpose
necessary ▼	PrestaShop-*	this site	Session / 20 days	Keeps the cart, sessi
necessary ▼	cll_consent	this site	6 months	Stores your cookie c
statistics ▼	_ga, _ga_*	google-analytics.con	2 years	Google Analytics 4 -
marketing ▼	_fbp	facebook.com	3 months	Meta Pixel - ad deliv
▼				

Cookie consent settings (3/4)

▼	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
▼	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
▼	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Data

Drop data on uninstall

When enabled, uninstalling DELETES the consent register. Keep it off: the register is your accountability proof.

Cookie consent settings (4/4)

3. Check that it works

- Open your shop in a fresh/incognito window: the banner should appear on the first visit.
- Click *Reject all*, then check the page source / network tab — GA4 and the Meta Pixel must **not** load.

- Click *Accept all* on a new visit and confirm the tags now fire (gtag / GTM / Pixel requests appear).
- Open the **Consent register** tab: your choices should be recorded as new rows. Use *Export CSV* to download the log.

4. FAQ

Does it support Google Consent Mode v2?

Yes. The Consent Mode default (everything denied) is pushed before GTM/GA4 load, and consent is updated when the visitor chooses, gating Statistics and Marketing.

Does it block scripts before consent?

Yes. With *Block third-party scripts until consent* on, known trackers and any script tagged `type="text/plain" data-cookiecategory="..."` only run after the matching category is granted.

Where is the consent register and what does it store?

On the **Consent register** tab. It is an accountability log (GDPR art. 7.1) — no personal data: the visitor identity is a salted hash and the IP is anonymised. You can filter it and export to CSV.

Do I need to edit my theme?

No. The banner is self-contained and works through standard hooks with any theme.