Apply GDPR Tags To Checkboxes •

When obtaining consent on a web form or landing page , you'll need to know how to apply a tag when someone checks a box, then submits the form.

Apply a tag to a web form checkbox

1. Drag a Checkbox snippet below the opt-in feilds, above the submit button

r Radio Phone Checkbox	Address Hidden Partner
First Name	First Name
Last Name	Last Name
Email *	Email *
Phone Number	Phone Number
(
Submit	Checkbox
	Read our Privacy Policy

- 2. Enter the label, "I give consent to use this information to send additional emails and communication as described in your Privacy Policy"
- 3. Click the Tag icon

sert	rt Sninnets Field Sninnets	
	Checkbox Settings	×
er	Label I give consent to use this in	
	Prechecked + Off	
	Align with fields + Off	
	Required + Off	

4. Select the, Informed Consent tag you created earlier.

Label	I give consent to use this in
	Which Tags would you like applied when this option is selected?
	GDPR Lawful Basis -> Informed Consent X
	Done
Prechecked	t → Off dim
Align with fields	++ Off

- 5. Warning! Do not pre-check the box. Pre-checked forms are not GDPR compliant!
- 6. We recommend making this a required field

nsert	Sninnets	Field Sninnets
	Checkbox Settin	ngs 🗙
her	Label	I give consent to use this in 🧷 1
	Prechecked	++ Off
	Align with fields	++ Off
	Required	On ++

7. When you are done, go back to the campaign canvas and republish your campaign.

Edit	Reporting	Stealth 🗸	Actions ~	Publish
				3

8. If you are using one of the HTML versions, you'll need to update the code on your website.

HTML	Do It Yourself Copy and paste the wel	b form Javascript or HTM	IL to your site by yourself.		
Javascript Snippet		O HTML Code	HTML Code (unstyled)		
With the Javascript Snippet you can change the design of this form inside infusions of on sites that have this form.					
Paste the following code anywhere between the HTML body tags of the page you wan					
<script t<="" th=""></script>					

Add a Tag to a Landing Page Checkbox

1. On your landing page form, click the Add Virtual Field button and choose Checkbox.



2. Now, click on your new Virtual Field

		=	Email		
		=	Phone		
		=	Virtual Field	€	8
onditions	ons		bal Tags		>
		Design			>

- 3. Enter the label, "I give consent to use this information to send additional emails and communication as described in your Privacy Policy"
- 4. It is highly suggested to make this required so that all contacts that enter from this landing page have shown informed consent.



5. Scroll down and enter the informed consent tag you created earlier.



6. When you are finished, just Next step the landing page to the end and republish it.