

How to Set Up a GDPR Compliant Cookie Banner

Introduction

Visitors from the EU (and similar regimes) expect **clear cookie consent** before non-essential tracking runs. Pages built on systeme.io often use pixels, analytics, and marketing tags—so a **GDPR-aligned banner** is part of a serious funnel or blog setup.

Official help (article 2045) walks through **Cookiebot** as the external consent platform: you configure the banner there, then paste scripts into systeme.io header areas. This guide follows that flow and adds placement tips for funnels, global settings, and the blog.

Pair the banner with a proper privacy policy—see [How to Edit the Privacy Policy on the GDPR Settings Page](#).



What You Need

- A **systeme.io** account with funnels and/or a blog on your domain.
- An **external CMP**—official documentation uses **Cookiebot** (Usercentrics).
- Your **custom domain** connected to systeme.io (the domain you add in Cookiebot must match the site visitors see).

Note: Cookiebot’s **free plan allows one domain**. Multiple brands or domains may require a paid plan or separate accounts per policy.

What “GDPR Compliant” Means Here

A compliant setup typically provides:

- **Information** about cookies and purposes before or when consent is requested.
- **Granular choice** (accept all, reject non-essential, manage preferences).
- **No non-essential tracking** until consent (Cookiebot can scan and block scripts).
- A link to your **privacy policy** and optional **cookie declaration** page.
- Ability to **withdraw** consent later.

This is not legal advice—confirm requirements for your markets (EU, UK, Switzerland, etc.) with qualified counsel.

Step 1 — Create a Cookiebot Account

1. Sign up at Cookiebot (manage portal; English UI available even if some links default to another language).
2. Complete onboarding so Cookiebot can **scan** your domain for cookies and trackers.

Cookiebot's free tier is designed to support a **functional consent solution** for smaller sites; limits apply to pages/sessions on their side—check current pricing on Cookiebot's site.

Step 2 — Add Your Domain

1. Open the **Domains** tab.
2. Click the green **Plus (+)** button.
3. Enter the domain visitors use (for example www.yourbrand.com or your.systeme.io custom domain).
4. Run the scan and review detected cookies so categories stay accurate.

Free plan limit

Only **one domain** on free—use the primary marketing domain where funnels and checkout live.

Step 3 — Customize the Banner

1. Go to the **Banner** tab.
2. Adjust **layout** (dialog vs bar), colors, button labels, and languages.
3. Enable behaviors aligned with GDPR: **explicit consent**, reject/deny options, and preference center where available.
4. Link your **privacy policy URL** (systeme.io GDPR privacy page or your own legal page).

Defaults often use a centered dialog, light theme, and consent storage for a defined period—tune copy so it matches your brand voice on systeme.io pages.

Step 4 — Copy Scripts from “Your Scripts”

In the **Your scripts** tab, Cookiebot provides snippets:

- **First script** — main CMP banner; must load in the site **<head>** as early as possible.
- **Second script** (when used) — powers a **cookie declaration** list on a dedicated page; embed via an **HTML element** on that page only.

Copy the header script before switching to systeme.io—keep one browser tab on Cookiebot for reference.

Step 5 — Paste in Sales Funnel Settings (All Funnels)

To apply the banner across **all funnels** without editing every page:

1. Click your **profile picture** → **Settings**.
2. Open **Sales funnel settings** (left menu).
3. Find **Tracking code** / header injection field (wording may appear as tracking or header code in the UI).
4. Paste the **first Cookiebot script** there.
5. Click **Save**.

This is the same area used for global Facebook Pixel or analytics—order matters: consent CMP should load **before** marketing pixels when possible, or configure Cookiebot to block those tags until consent.

Step 6 — Per-Funnel Header (Websites / Single Funnel)

If you only want the banner on one website funnel—or need to override global code:

1. Open the funnel in the dashboard.
2. Click the **gear** icon → **Funnel settings**.
3. Scroll to **Edit header code**.
4. Paste the Cookiebot **first script**.
5. Save—changes apply to **every page** inside that funnel.

You do **not** need to add the script on each page individually when using funnel-level header code.

Step 7 — Blog Layout

Official help notes the solution also works for the **blog**:

1. Go to **Blog** → **Blog layout** (elements shown on all posts and pages).
2. Open layout **Settings**.
3. Add the **first script** to **Edit header code** (or footer if your CMP docs specify footer—Cookiebot standard is header).
4. Save layout changes.

The banner then appears on **all blog posts and blog pages** automatically.

Step 8 — Cookie Declaration Page (Optional)

For a public list of cookies (transparency best practice):

1. Create a page in your funnel (for example “Cookie policy” or “Cookie declaration”).
2. Add an **HTML** block element to the page body.
3. Paste Cookiebot’s **second script** into that HTML element.
4. Link the page from your banner and footer.

Paid-plan documentation in help illustrates this two-script pattern; free users still benefit from the main banner script even if declaration embedding is limited by plan features—verify in Cookiebot admin.

Coordinate Marketing Pixels

If you use [Facebook Pixel](#), Google Analytics, or other tags:

- Register those scripts with Cookiebot so they fire only after marketing consent.
- Avoid duplicating pixels in both header and page body without CMP control.
- Test checkout and thank-you pages after consent accept and reject paths.

Test Before Launch

1. Open your live domain in an **incognito/private** window.
2. Confirm the banner appears on funnel home, opt-in, sales, and blog URLs.
3. Click **Reject** / **Accept** and verify pixels in browser dev tools or Cookiebot dashboard.
4. Clear cookies and retest from an EU VPN location if you geo-target consent.

Other CMP Tools

Community members also use **CookieYes**, **TermsFeed**, and similar generators with the **same placement pattern**: paste vendor script in Sales funnel settings or Funnel settings → header code, or blog layout. Official [systeme.io help documents](#) **Cookiebot** specifically—other tools are your choice if they meet your legal requirements.

Troubleshooting

Issue	Likely Cause	Fix
No banner visible	Script not in header or wrong funnel	Check global vs funnel header; hard refresh; incognito.
Banner on some pages only	Script on one page, not layout/settings	Move script to funnel settings or blog layout.
Double banners	Script pasted globally and per funnel	Keep one injection point.
Pixels fire before consent	Tags outside CMP control	Classify scripts in Cookiebot; load order.
Wrong domain in Cookiebot	Typo or staging URL	Match live custom domain; one domain on free.
Declaration empty	Second script missing or wrong page	HTML element on dedicated page only.

Frequently Asked Questions

Built-in banner in systeme.io?

No—use external CMP + embed script (Cookiebot in official help).

Cookiebot free domains?

One domain.

Where to paste?

Sales funnel settings, funnel header code, or blog layout header.

Two scripts?

Header banner + optional declaration HTML block.

Every page manually?

No—use funnel or global header scope.

Related Resources

- [How to Edit the Privacy Policy on the GDPR Settings Page](#)
- [How to Add Facebook Pixel and Set Up Events](#)
- [How to Track UTM Parameters](#)

Build compliant funnels on [systeme.io](#).

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