



ZeroCookie.NET

Real customer privacy.
No cookie popups.

Frequently Asked Questions

■ Why does customer privacy matter?

Customer privacy is about trust. When visitors come to your site, they shouldn't have to wonder who's watching them, tracking them, or selling their data behind the scenes. Most privacy laws exist to protect people from invisible data collection they never agreed to — not to punish honest businesses.

ZeroCookie is built around a simple idea: if you don't collect personal data, you don't need to manage consent for it

■ What do privacy laws actually regulate?

Privacy laws don't regulate websites — they regulate data collection behavior.

Across jurisdictions, the core principles are the same:

- Collect only what you need
- Be transparent about what you collect
- Protect users from hidden tracking and profiling

If a site doesn't track users, build behavioral profiles, or share data with third parties, most regulatory obligations are dramatically reduced or don't apply at all

■ Do all websites really need cookie banners?

No. Cookie banners became common because many sites quietly load third-party trackers, analytics tools, and advertising pixels without users knowing. The banner is a workaround — not a solution.

If a website:

- Doesn't use tracking cookies
- Doesn't run third-party analytics or ad pixels
- Doesn't share visitor data

Then there is often nothing to consent to, and a banner may not be legally required