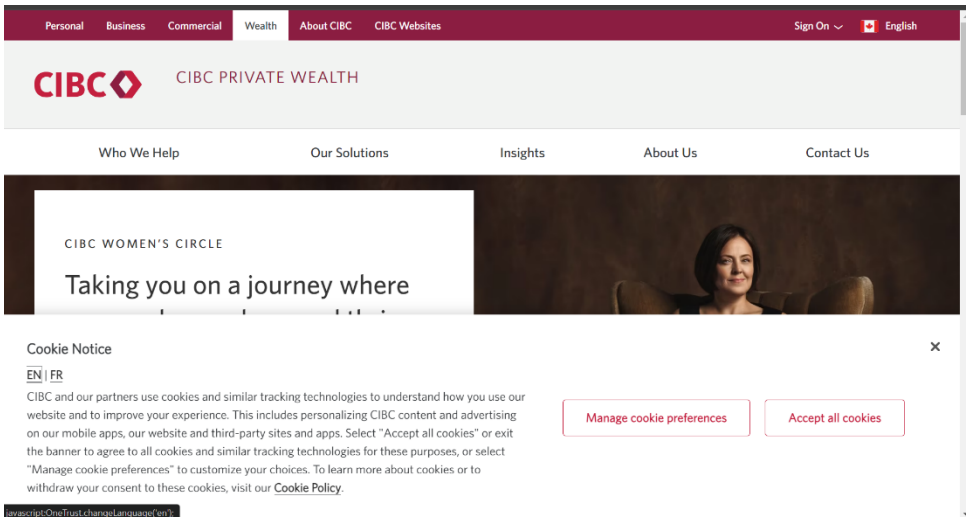
Cookie compliance changes impacting WGIA websites FAQ

What are cookies, and how are they relevant to my website?

Cookies are small text files stored on a visitor's device containing information about their interactions with a website. They play a crucial role in providing a personalized and efficient browsing experience. Your website uses cookies for analytics, and other performance related functionalities. In some cases, cookies can be used for advertising.

Why do I need a Cookie Policy pop-up on my website?

Implementing a Cookie Policy pop-up is essential for compliance with Canada's privacy laws. It informs visitors about the use of cookies on your website and seeks consent, fostering transparency and trust.



When is this change going live?

The change will go live on March 14th, and will apply to all WGIA websites on the Digital Agent platform.

Can I choose to opt-out of this change?

You are not able to opt out of the Cookie Policy as it is mandatory to comply with Provincial laws and this is being mandated nationally.

How does a Cookie Policy pop-up impact user experience on my site?

While it may seem like an additional step, the pop-up ensures transparency and user consent. Many users are already accustomed to such pop-ups, and they will soon be available on all websites in Canada. User experience is minimally impacted; users will be met with a cookie pop-up that will allow them to customize their cookie preferences/permission settings.

- All web page visitors **from any province or territory other than Quebec** will have default cookies preferences set to 'on' and **can opt-out if they choose**
- All web page visitors **based in the province of Quebec** will see the *cookie preferences* pop-up with all options toggled to 'off' and can **choose to opt-in**

Do I need to do anything for the implementation on my advisor website?

No, no actions are required on your part.

Will the Cookie Policy pop-up impact my website's SEO (Search Engine Optimization)?

The Cookie Policy pop-up that we will be installing will not negatively impact your website's SEO. In some cases, it can enhance your site's credibility by demonstrating compliance with privacy regulations, which search engines value.

Can I customize the appearance of the Cookie Policy pop-up?

No, the pop-up will be standard across all websites, and adhere to CIBC Private Wealth brand standards.

How does this impact the advisors or users in Quebec?

Given the requirements of the Quebec's provincial law, which mandates that all cookies be deactivated by default, websites with most visitors from Quebec may see a greater impact on their Analytics dashboard. Visitors will need to give your website permission to track their engagement for analytics purposes.