

THIS MONTH

# Cookies & Consent: Can WordPress do privacy?



Your website is a legal contract  
**you didn't know you signed.**

Whatever type of site you run  
there's now a legal expectation  
you follow privacy rules.

And you can't just say  
**“that doesn't apply to me”**

If a user can access it,  
**you are liable**

# Liable how?

- **GDPR (EU)** — block non-essential cookies & tracking until consent
- **UK GDPR** — block non-essential cookies & tracking until consent
- **ePrivacy (EU)** — block non-essential cookies until consent
- **CCPA/CPRA (California)** — let users opt out of sale/share of data
- **PDPA (Thailand)** — block trackers until explicit consent; easy to withdraw
- **Others coming** — Brazil (LGPD), Australia, Canada, etc.

**They all pretty much  
say the same thing...**

- Don't track me until I say yes
- Don't put non-essential stuff on my device
  - Be careful with any data you have on me
- Don't sell or share that data without approval  
or opt-out



**Hands up**

If you think your website  
might be breaking the law?

 **Surprise!** 

It's probably all of you!

**Getting “privacy” correct is  
insanely hard**

**but let's try and do better**

# Privacy Audit

- 1) What 3rd Party scripts does your website load?
- 2) What cookies are generated?
- 3) What data do you collect?
- 4) Where does or could the data go?
- 5) Who has access to the data in your company?

# Inspect your website (Network)

WP CNX

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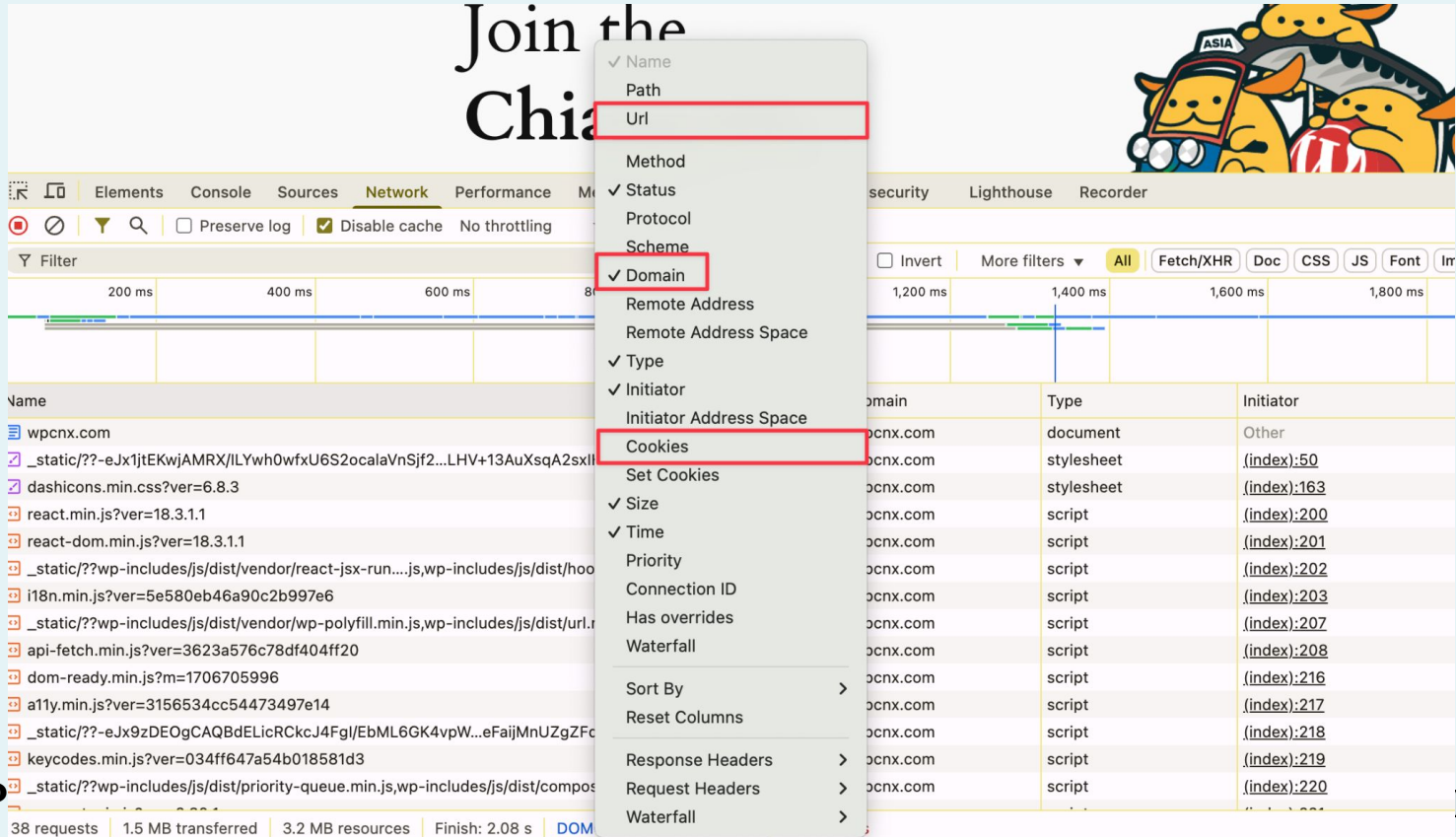
## Join the Chiang Mai

Network Performance Memory Application Privacy and security Lighthouse Recorder

Filter

Name	Status	Type	Initiator	Size	Time
wpcnx.com	200	document	Other	24.9 kB	54 ms
<a href="#">_static/??-eJx1tEKwjAMRj/ILYwh0wfxU6S2ocalaVnSjft2...LHV+13AuXsqA2sxlHqEZMtj++atP...</a>	200	stylesheet	(index):50	5.8 kB	93 ms
<a href="#">dashicons.min.css?ver=6.8.3</a>	200	stylesheet	(index):163	35.6 kB	398 ms
<a href="#">react.min.js?ver=18.3.1.1</a>	200	script	(index):200	4.6 kB	145 ms
<a href="#">react-dom.min.js?ver=18.3.1.1</a>	200	script	(index):201	42.7 kB	588 ms
<a href="#">_static/??wp-includes/js/dist/vendor/react-jss-run...js,wp-includes/js/dist/hooks.min.js?m=1...</a>	200	script	(index):202	2.5 kB	399 ms
<a href="#">i18n.min.js?ver=5e580eb46a90c2b997e6</a>	200	script	(index):203	4.1 kB	630 ms
<a href="#">_static/??wp-includes/js/dist/vendor/wp-polyfill.min.js,wp-includes/js/dist/url.min.js?m=1751...</a>	200	script	(index):207	18.9 kB	1.19 s
<a href="#">api-fetch.min.js?ver=3623a576c78d404ff20</a>	200	script	(index):208	2.8 kB	398 ms
<a href="#">dom-ready.min.js?m=1706705996</a>	200	script	(index):216	0.8 kB	92 ms
<a href="#">a11y.min.js?ver=3156534cc54473497e14</a>	200	script	(index):217	1.2 kB	630 ms
<a href="#">_static/??-eJx9zDEOgCAQBdELicRcKcJ4FgJ/EbML6GK4vpW...eFajjMnUzZGfj0RRcjii3BSux...</a>	200	script	(index):218	10.6 kB	544 ms
<a href="#">keycodes.min.js?ver=034ff647a54b018581d3</a>	200	script	(index):219	1.8 kB	671 ms
<a href="#">_static/??wp-includes/js/dist/priority-queue.min.js,wp-includes/js/dist/compose.min.js?m=17...</a>	200	script	(index):220	14.7 kB	638 ms

# Inspect your website (Network)



The screenshot shows the Chrome DevTools Network tab. A context menu is open over a request, with several options highlighted by red boxes: 'Url', 'Domain', and 'Cookies'. The background shows a list of network requests and a table of request details.

Domain	Type	Initiator
wpcnx.com	document	Other
wpcnx.com	stylesheet	(index):50
wpcnx.com	stylesheet	(index):163
wpcnx.com	script	(index):200
wpcnx.com	script	(index):201
wpcnx.com	script	(index):202
wpcnx.com	script	(index):203
wpcnx.com	script	(index):207
wpcnx.com	script	(index):208
wpcnx.com	script	(index):216
wpcnx.com	script	(index):217
wpcnx.com	script	(index):218
wpcnx.com	script	(index):219
wpcnx.com	script	(index):220

# Inspect your website (Network)

Look for any external domains

This is a source of data leakage

(Yes, even Google Fonts.)

# Inspect your website (Storage)

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Open "https://googleads.g.doubleclick.net/pcs/click?ai=AKAOjsv8H2BTFcR1RP5O5oG43MAkdYUk8eC8Gpx2safiv...VEYNQ8RNDy&fbs\_aeid=%5Bgw\_fbsaeid%5D&url=https://www.snapchat.com/discover/Daily-Mail/8392137033&nm=1" in a new tab

Storage

All Storage Application Cache

▼ Cookies

Key	Value
__ads_viewability	{ "ready": {}, "pending": { "billboard-oop": 1, "billboard": 1, "sky_left_top": 1, "sky_right_top": 1 } }
_gcl_js	{ "schema": "gcl", "version": 1, "gcl_ctr": { "value": 0, "timeouts": 0, "creationTimeMs": 1759511204689 }, "ex..." }
_GESPSPK-33across.com	[ "33across.com", null, 1759511199229, null, null, null, null, null, [ 109 ] ]
_GESPSPK-id5-sync.com	[ "id5-sync.com", null, 1759511199834, null, null, null, null, null, [ 106 ] ]
_GESPSPK-openx	[ "openx", null, 1759511199584, null, null, null, null, null, [ 111 ] ]
_GESPSPK-rtbhouse	[ "rtbhouse", "oU7jcxPMcN47LJfV/TBbKis1pxJ627fNYDdu/PVwOwaxEYPewp2fa+q/mcwQXAYwa/qdyTtEmgv..." }
_GESPSPK-uidapi.com	[ "uidapi.com", null, 1759511199156, null, null, null, null, null, [ 100 ] ]
_iqi_fdata_1721969090	{ "data": { "eids": { "mm": 5, "uids": { "ext": { "styp": "ppuid", "atype": 1, "id": "0145944f-aed2-4448-b1e9-4108a7e..." } } } }
_uetsid	551ace40a07b11f08a2bced488e88bc0
_uetsid_exp	Sat, 04 Oct 2025 17:06:41 GMT
_uetvid	551b1820a07b11f0bcc9a72de8c19b6c
_uetvid_exp	Wed, 28 Oct 2026 17:06:41 GMT
_vwo	ts-puv8TTM(PZj)-1([4X)d*M-1(42y)d*19-1(4IY)m-3a_1,t_1:0s1759511125:25.55765597:::70_1,68_1,8...
_vwo_1072524_config	{ }
_vwo_nls_q_1072524	{ }

There are unread messages that have been filtered Clear Filters

The resource https://i.guimail.co.uk/1s/zvz5/10/3/17/10z6b1657--u-jnao\_Aj\_sname\_35\_wno\_was\_snot\_0eag\_minutes\_after\_ne\_targeted\_h-a-7/1z9p060183U1.jpg was preloaded using link preload but not used within a few seconds from the window's load event. Please make sure it wasn't preloaded for nothing.

The resource https://www.dailymail.co.uk/static/videooplayer/7.12.0/styles/mol-fe-videooplayer.min.css was preloaded using link preload but not used within a few seconds from the window's load event. Please make sure it wasn't preloaded for nothing.

The resource https://s.go-mpulse.net/boomerang/RQAJ2-Q2TGF-HEKJL-TAEAK-5V3VD was preloaded using link preload but not used within a few seconds from the window's load event. Please make sure it wasn't preloaded for nothing.

The resource https://www.dailymail.co.uk/static/videooplayer/7.12.0/styles/mol-fe-videooplayer.min.css was preloaded using link preload but not used within a few seconds from the window's load event. Please make sure it wasn't preloaded for nothing.

[mol-fe-react-image-gallery].isItPossibleToSetNewSelectedSlide returns false. Reason: : nextExtendedIndex(2) is similar to selectedSlide (2). You need to set it again to the same value.

index.js:2:17428

# Inspect your website (Storage)

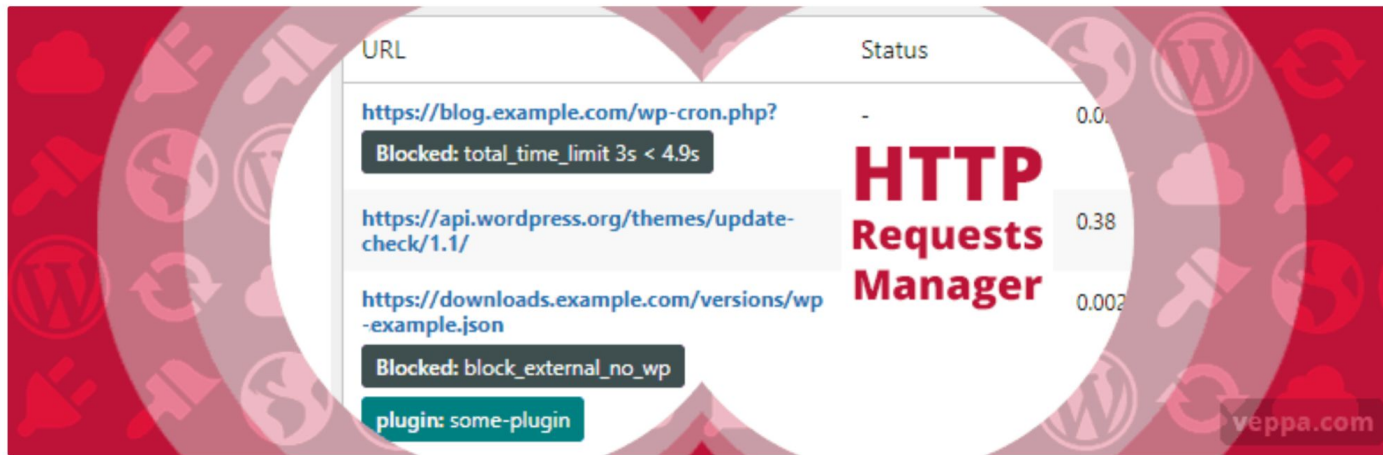
Look for any cookies present.

Each cookie is a potential lawsuit.

You need to know what each cookies does.

# Inspect your website (Requests)

## Install HTTP Requests Manager



HTTP Requests Manager

By [veppa](#)



Download

# Inspect your website (Requests)

Request	Status	Runtime	Page time	Date Added
<a href="https://api.wordpress.org/plugins/info/1.2/?action=hot_tags&amp;request%5Blocale%5D=en&amp;request%5Bwp_version%5D=6.8">https://api.wordpress.org/plugins/info/1.2/?action=hot_tags&amp;request%5Blocale%5D=en&amp;request%5Bwp_version%5D=6.8</a>	200	0.265	4.909	14 seconds
<a href="https://handyplugins.co/wp-json/paddlepress-api/v1/update/">https://handyplugins.co/wp-json/paddlepress-api/v1/update/</a> plugin: paddlepress-pro	200	0.696	3.323	14 seconds
<a href="https://api.wordpress.org/plugins/info/1.2/?action=query_plugins&amp;request%5Bpage%5D=1&amp;request%5Bper_page%5D=36&amp;request%5Blocale%5D=en&amp;request%5Bbrowse%5D=featured&amp;request%5Bwp_version%5D=6.8">https://api.wordpress.org/plugins/info/1.2/?action=query_plugins&amp;request%5Bpage%5D=1&amp;request%5Bper_page%5D=36&amp;request%5Blocale%5D=en&amp;request%5Bbrowse%5D=featured&amp;request%5Bwp_version%5D=6.8</a>	200	0.272	4.909	15 seconds
<a href="https://gravityapi.com/wp-json/gravityapi/v1/licenses/a2136a163dac78e4b1d61d76a6b71ead/check?site_url=https://dev.yymm.co&amp;is_multisite=0&amp;product_code=GSMTP">https://gravityapi.com/wp-json/gravityapi/v1/licenses/a2136a163dac78e4b1d61d76a6b71ead/check?site_url=https://dev.yymm.co&amp;is_multisite=0&amp;product_code=GSMTP</a> plugin: gravitiesmtp	200	0.32	4.127	15 seconds
<a href="https://gravityapi.com/wp-json/gravityapi/v1/licenses/a2136a163dac78e4b1d61d76a6b71ead/check?site_url=https://dev.yymm.co&amp;is_multisite=0&amp;product_code=GSMTP">https://gravityapi.com/wp-json/gravityapi/v1/licenses/a2136a163dac78e4b1d61d76a6b71ead/check?site_url=https://dev.yymm.co&amp;is_multisite=0&amp;product_code=GSMTP</a> plugin: gravitiesmtp	200	0.284	4.909	15 seconds
<a href="https://api.wordpress.org/plugins/update-check/1.1/">https://api.wordpress.org/plugins/update-check/1.1/</a>	200	0.353	3.323	15 seconds
<a href="https://api.wordpress.org/plugins/update-check/1.1/">https://api.wordpress.org/plugins/update-check/1.1/</a>	200	0.352	4.127	15 seconds
<a href="https://api.wordpress.org/plugins/update-check/1.1/">https://api.wordpress.org/plugins/update-check/1.1/</a>	200	0.356	4.909	15 seconds
<a href="https://handyplugins.co/wp-json/paddlepress-api/v1/update/">https://handyplugins.co/wp-json/paddlepress-api/v1/update/</a> plugin: paddlepress-pro	200	0.712	3.323	15 seconds
<a href="https://handyplugins.co/wp-json/paddlepress-api/v1/update/">https://handyplugins.co/wp-json/paddlepress-api/v1/update/</a> plugin: paddlepress-pro	200	0.723	4.127	15 seconds
<a href="https://handyplugins.co/wp-json/paddlepress-api/v1/update/">https://handyplugins.co/wp-json/paddlepress-api/v1/update/</a> plugin: paddlepress-pro	200	0.658	4.909	16 seconds
<a href="https://handyplugins.co">https://handyplugins.co</a> plugin: paddlepress-pro	200	0.2	3.323	16 seconds
<a href="https://handyplugins.co">https://handyplugins.co</a> plugin: paddlepress-pro	200	0.186	4.127	16 seconds
<a href="https://handyplugins.co">https://handyplugins.co</a> plugin: paddlepress-pro	200	0.335	4.909	16 seconds

# Common Privacy pitfalls pt.1

- Tracking Scripts (Google, FB, LinkedIn)
  - Fonts (Google, Adobe)
  - Images (Hotlinked)
  - Plugins (Jetpack)
- Hosting (WordPress.com)

## Common Privacy pitfalls pt.2

- Embeds (YouTube, Vimeo)
- Forms (HubSpot, Mailchimp)
  - Live Chat
- Site Search (Algolia, Plugins)
  - Maps

**Is there an easy solution?**

Not really

# But there is Complianz

## The Privacy Suite for WordPress complianz

really simple plugins.



Complianz – GDPR/CCPA Cookie Consent

By [Complianz](#)



Download

# If properly setup, Complianz can...

- Block cookies
- Block tracking scripts
- Block Embeds
- Block Fonts

etc

# Best Practices

# Best Practices

- Don't use plugins to insert tracking  
(i.e. Facebook Plugin, LinkedIn Plugin)

# Best Practices

- Use Google Tag Manager to insert all your tracking in your pages

# Best Practices

- Keep a tracking and data audit file that is shared in the company

# Best Practices

- Swap out Google Fonts for Bunny Fonts  
(no tracking)

# Best Practices

- Swap out YouTube URLs for [youtube-nocookie.com](https://youtube-nocookie.com)

# Best Practices

- Replace embedded Google Maps with images that links to maps

# Best Practices

- Replace Google Analytics with Privacy friendly like Plausible

# Best Practices

- Limit who has access to your website data via Admin area

# Best Practices

- Encrypt your data before backup especially if stored off-site

# Best Practices

- Make sure your consent banners are accessible with keyboard

# Best Practices

- Run any decisions through your legal department (CYA)

# What about WordPress itself?

WordPress automatically transmits  
**extraneous information via various  
HTTP calls that occur in the admin**

**WTF?**

WordPress is violating privacy rights of every  
single [WordPress.org](https://www.wordpress.org) site owner

# WP API Privacy

---

The default WordPress installation from wordpress.org automatically transmits extraneous information via various HTTP calls that occur in the admin. Some of this data may be cause for concern from a privacy perspective.

This plugin seeks to limit that information, attempting to further protect your privacy in the process. Simply install this plugin and activate it, and various aspects of WordPress that are questionable from a privacy perspective will be modified.

To find out about recent changes, please [read the Changelog](#).

<https://github.com/wp-privacy/wp-api-privacy>

# Q&A