

Add a consent checkbox to a form

Add a tick box or a short notice to your form so people can agree to hear from you, and see what the setting does.

Some forms collect details you'll use later, such as an email for a newsletter or a number for text messages. A consent field lets people agree before they send. You can add a tick box, or a short notice that people simply read.

Before you start

Decide what you're asking people to agree to. Write it in plain words, for example "Yes, send me news and offers by email." Privacy rules differ by state and by how you use people's details. We can't give legal advice, so check your wording with your lawyer or accountant.

Steps

1. Log in to your site editor and open the page with the form.
2. Click the form to open its floating menu, then open its content settings. You can also right-click it and choose **Edit Content**.
3. Click **Add Field**.
4. In the **Field type** drop-down, choose **Opt-in** or **Free Text**.
5. For **Opt-in**, edit the suggested wording so it says what you actually do with people's details.
6. Under **Marketing opt-in**, choose **Email marketing consent** or **SMS marketing consent** if the box is about emails or texts. When someone ticks it, their consent status for that channel is updated. Choose **Not a marketing opt-in** if the box is for something else.
7. For **Free Text**, type the notice you want people to see. It has no tick box and no suggested wording.
8. Preview the page and tick the box on a test message.
9. Publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

Which one to pick

Field type	What people see	Good for
Opt-in	A tick box with suggested wording you can edit	Agreeing to emails or texts, or to another purpose you name
Free Text	Your notice only, nothing to tick	A line such as "We use your details only to reply to you."

Good to know

- An **Opt-in** box can't be made **Required**, so people can send the form without ticking it.
- With an email or text channel chosen, a ticked box updates that person's consent status for the channel. What else the rules ask of you is a question for your lawyer.
- A box on the form doesn't replace a privacy page. See [Add a privacy page to your site](#).

Need a hand?

Email hello@zossoz.com with your business name, the page, and the exact wording you'd like next to the box, and we'll take care of it. A small tweak to an existing form counts as one of your small changes for the month. We reply within one business day. See [Request a change](#).

Related guides: [Add a privacy page to your site](#) · [Handle a customer's privacy request](#) · [Send form sign-ups to Mailchimp](#) · [Add or change the questions on a form](#) · [Turn on a cookie notice](#)

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