

Turn off tracking cookies

Stop your site from saving cookies on visitors' browsers. This also stops your visitor stats, so read what changes first.

One setting stops your site from saving tracking cookies on visitors' browsers. It's on by default. Turn it off only if you're sure you don't need visitor numbers, because the numbers stop with it.

What happens when you turn it off

- Your site stops counting visitors. That covers your built-in stats and Google Analytics if you've connected it.
- Any tracking code you added, such as a Facebook pixel, stops working too.
- Rules that show different things to different visitors can't save cookies either.
- Your stats will have a gap from the moment you switch it off.
- Some things still set their own cookies. Facebook and X boxes on your pages need them to load, so this setting doesn't stop those.

Steps

1. Log in to your site editor.
2. In the side panel, click **More**, then **Settings**.
3. Click **Privacy Settings**.
4. Switch off the **Enable cookie tracking on this site** toggle.
5. Publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

To start counting visitors again, switch the same toggle back on and publish.

Tips

- Tell us before you switch it off, so we know why your numbers stop.
- This setting doesn't decide what your business must tell visitors about cookies. For that, check with your lawyer. See also Turn on a cookie notice.
- If you only want fewer boxes from Facebook or X on a page, remove those boxes instead.

DON'T SEE THIS?

It may be turned off for your site. Ask us and we'll take care of it.

Need a hand?

Email hello@zossoz.com with your business name and what you'd like done, and we'll take care of it. We reply within one business day. See Request a change.

Related guides: Turn on a cookie notice · See how many people visit your site · Read your monthly report · Connect Google Analytics or Search Console

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