

# V2 - CCPA & GDPR – Custom link locations

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Freestar's hosted Quantcast CMP includes default sticky or floating links to provide users under CCPA or GDPR with the opportunity to manage their consent settings while visiting your site. You can customize the location of these links to provide your site's visitors with an optimal user experience.

## Custom link location for CCPA “Do Not Sell My Personal Information”

As part of supporting compliance under the California Consumer Privacy Act (CCPA), Freestar's hosted Quantcast CMP automatically shows a “Do Not Sell My Personal Information” link to users detected in California.

You may choose to customize the style and location of the "Do Not Sell My Personal Information" button by placing a link in the footer of your site. The link location can be customized by specifying class `qc-ccpa-persistent-link` on an HTML element. Freestar's code first looks for an element on the page with this class, and if found, the click event will display the Quantcast UI automatically when CCPA applies. If no element with this class is found on the page, the default sticky or floating link will appear in a corner of the user viewport when CCPA applies.

Example usage:

```
<input type="button" class="qc-ccpa-persistent-link" value="Do Not Sell My Personal Information">
```

or

```
<a href="#" class="qc-ccpa-persistent-link">Do Not Sell My Personal Information</a>
```

## Custom link location for GDPR “Privacy Settings”

As part of supporting compliance under the General Data Protection Regulation (GDPR) and the IAB Transparency and Consent Framework, you must provide users with the ability to change their consent settings at any time. By default, Freestar's hosted Quantcast CMP sticky footers a "Privacy" link in the corner of the user viewport for users in GDPR regions that have previously made a consent choice.

You may choose to customize the style and location of the "Privacy" link or button by placing the link in the footer of your site. The link location can be customized by specifying class `qc-cmp-persistent-link` on an HTML element. Freestar's code first looks for an element on the page with this class, and if found, the click event will display the Quantcast UI automatically when GDPR applies. If no element with this class is found on the page, the default sticky or floating link will appear in a corner of the user viewport when GDPR applies.

Example usage:

```
<input type="button" class="qc-cmp-persistent-link" value="Privacy Settings">
```

or

```
<a href="#" class="qc-cmp-persistent-link">Privacy Settings</a>
```

## FAQ

### Will users outside of regions where CCPA or GDPR apply be able to see and click on these links?

When a user is detected outside of the applicable regulated regions, the links (with the corresponding class on the HTML element) will not appear for the user.

### Does Freestar recommend a button or a link?

You may use whatever implementation works best for your site as long as the correct class is present. This could be a link near the privacy policy link in the footer of your page.

### Can I customize the text value?

For CCPA, the value must include "Do Not Sell My Personal Information".

For GDPR, the value can be customized, but should indicate that the user can manage their privacy settings by clicking on the link.

### What if I do not implement the link on all of my site's pages?

In order to comply with requirements under CCPA and GDPR, Freestar's hosted Quantcast CMP defaults to showing a persistent sticky or floating button in a corner of the user viewport on all pages where Freestar's code is present.

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