



## Q&A: WHOISVISITING AND THE LAW.

Tracking your website visitors is a key way to maximize your investment on advertising spend online. Many applications utilize *Cookies* and associated technologies. Our application however is cookie-free technology that uses IP information exchanged during the course of normal web activity combined with our unique data enhancement technology to get detailed analytics information. As a result there are no legal issues to be considered with regards cookies.

## EU DATA COMPLIANCE

Whoisvisiting is in compliance with European Data Protection Act. We are only providing information readily available in the public domain.

## CONTACTING WEBSITE VISITORS

Whoisvisiting is a universal product that uses IP tracking to associate information with IP addresses that have visited your website. You must operate within the laws of your region in terms of how you market to these people. This varies from country-to-country however generally operates in the same way as your current marketing processes for new leads.

**If you have any further questions please do reach out to reach out to one of our team.**

