



## GDPR & Compliance

**In the interest of compliance, Ve recommends that the following actions be completed prior to placing code on site:**

1. Link to Ve's Privacy Policy in the merchant's Privacy Policy. The privacy notice should clearly state that Ve Interactive Ireland Ltd. is a party for whom, and by whom, personal data is collected through the merchants' websites and should include a link to Ve's Privacy Policy (<https://www.ve.com/en-ie/privacy-policy>).
2. List Ve's cookies and link to our Cookie Policy (<https://www.ve.com/cookies-policy>) in the merchant's Cookie or Privacy policy.

## Tracking Codes

**Both the JS and pixel must be implemented correctly before any campaigns can be set live.**

**Installation Guide – <https://www.ve.com/implementation-guide>**

### Javascript:

#### Coverage:

All URL's that require tracking/campaigns. Entire user journey should be covered from start to finish, including complete page(s). Please liaise with your Ve contact if you face any script implementation restriction.

#### Placement:

Bottom of the body code. **If an iFrame is part of the website journey, the JS must be placed both inside and outside this frame for the script to function.**

#### Firing:

Unconditional and unrestricted firing on all traffic, unless otherwise agreed with Ve Interactive.

**[Your JS will return a 404 until activated.](#)**



## Pixel:

### Coverage:

To be placed anywhere a conversion is to be tracked. **Please ensure the code is placed on complete URL's only.**

### Placement:

**TOP** of the body code. **Must sit inside the same 'frame' as the JavaScript.**

### Firing:

Unconditional and unrestricted firing on all traffic, unless otherwise agreed with Ve Interactive.

**Please avoid placing Ve tags/pixels into headers or footers.**

## Sofitel Dubai Downtown

### JavaScript -

```
<script type="text/javascript">!function(){var  
a=document.createElement("script");a.type="text/javascript",a.async=!0,a.src=  
"//config1.veinteractive.com/tags/8E19444E/68FD/4474/B03C/6F6AADA24FF7/tag.js  
";var  
b=document.getElementsByTagName("head")[0];if(b)b.appendChild(a,b);else{var  
b=document.getElementsByTagName("script")[0];b.parentNode.insertBefore(a,b)}}  
();</script>
```

### Pixel -

```

```

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## Google Tag Manager

**If adding via Google Tag Manager –**

### JavaScript -

```
//config1.veinteractive.com/tags/E58BFFBE/7036/413E/B5E3/B03113FE0DBF/tag.js
```

### Pixel -

```
//drs2.veinteractive.com/DataReceiverService.aspx/Pixel?journeycode=8E19444E-68FD-4474-B03C-6F6AADA24FF7
```