



## Project 4

### Cookie compliance dashboard

#### Mentors

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## **Context:** Managing risks in an unpredictable world

In today's environment, risks lurk at every turn, making it increasingly challenging for companies to anticipate, comprehend, and prepare for the wide variety of risks that can affect their operations. Establishing a robust risk management culture and effective mechanisms requires significant effort and collaboration.

Data is essential to our Digital Ecosystems, enabling mutual value creation when handled securely and governed properly. In Schneider Electric, we are heavily dedicated to creating, ingesting, and utilizing data with comprehensive Data Risk and Security strategies that address regulations and potential vulnerabilities. We recognize the risks related to data sharing, particularly concerning privacy, retention, and the protection of personal, sensitive, and strategic information.

For this project, our focus will be on cookies and ensuring that this technology, which is present on all our websites, complies with Data Privacy Regulations.

## **What are Cookies?** ●

A cookie is a small piece of data stored on a user's device by their web browser while browsing a website. Cookies help remember user information, such as login details, preferences, and browsing history, enhancing the user experience by making websites more personalized and efficient.

Cookies can vary widely in their characteristics and uses. For instance, they can be created for different purposes such as tracking user behavior, enhancing website functionality, or improving security. Additionally, cookies can be developed in-house or by third parties, and they can be either persistent, remaining on a device for a set period, or session-based, which expire once the browser is closed. This diversity in cookies highlights the need for proper management and compliance with data privacy regulations.

## **Objective:**

You will be provided with a large dataset of cookies along with their characteristics, emulating a real scenario in companies the size of Schneider Electric. Your task will be to assess their compliance with GDPR regulation and represent it in a dashboard.

1. You will need to analyze the dataset to understand the various types of cookies and their specific attributes. By doing so, you will be able to determine the degree of compliance with GDPR regulation. The dataset will be extensive and provided in CSV format, so you may want to create some coding (e.g. R or equivalent) to perform the big-data analysis.
2. You may want to identify potential outliers or data quality issues to ensure the integrity of your analysis and accurate results.
3. Once the dataset is cleaned and validated, you will need to create a compliance dashboard using data visualization technologies (e.g. Power BI or Tableau). This dashboard will not only need to highlight the number of cookies that are compliant with GDPR regulations but also to assess the degree of compliance for each attribute that is relevant to the regulation.

- All these tasks will need to follow a formal project management structure, adhering to industry reference standards such as PMBOK or Prince2.

Attributes that are relevant for GDPR compliance:

Attribute	Description	Compliance ruleset
Purpose	The reason for which the cookie is used, such as tracking, analytics, or functionality.	Must be defined and necessary for the operation of the website or service. Non-essential cookies will require explicit consent.
Origin	Domain that sets the cookie. They can be either first-party cookie (set by the website being visited) or a third-party cookie (set by a different domain).	First-party cookies are generally compliant if they are necessary. Third-party cookies will require explicit consent.
Duration	The lifespan of the cookie, which can be session-based (expires when the browser is closed) or persistent (remains on the device for a set period).	Session cookies will be compliant if necessary. Persistent cookies will require explicit consent and should have a reasonable expiration period (<2 years).
Data Collected	The type of data the cookie collects, such as IP addresses, user behavior, or personal identifiers.	Only collect data that is necessary for the specified purpose. Cookies collecting personal data will require explicit consent.
Consent Required	Permission given by a website visitor allowing the website. Explicit user consent may be needed before the cookie can be set, depending on its purpose and the type of data it collects.	Explicit consent will be required for non-essential cookies and those collecting personal data.
Transparency	Providing clear and accessible information about the types of cookies used, their purposes, and the data collected.	A detailed cookie policy that is easily accessible and understandable, informing users about the cookies and their purposes.
User Rights	Website visitors should have rights to access, rectify, and delete their data	Users must be informed about their rights and provided with mechanisms to exercise them.

Example of cookies visualization dashboard:

