

Cookie Consent + Privacy Compliance Management

Why this matters now and how it connects to accessibility and SEO and GEO.

Cookie Consent and Privacy Compliance Management is the practice of giving website visitors clear notice and real control over the cookies and tracking tools that collect their data, and keeping that setup properly configured as laws and technology change. In practice, that means a consent banner that accurately reflects what's actually running on the site, cookies and scripts that respect a visitor's choices in real time, and ongoing oversight so everything stays current.

WHAT'S CHANGING

- **1,000+ lawsuits** were filed in 2025 alone under California's Invasion of Privacy Act (CIPA), targeting cookies, tracking pixels, and session replay tools.
- Courts increasingly let these cases proceed when a site's **actual tracking behavior** doesn't match what its cookie banner promises.
- Statutory damages reach **\$5,000/violation** under CIPA and **\$10,000** under the federal ECPA, exposure multiplies fast across visitors.
- Kentucky's Consumer Data Protection Act took effect **January 1, 2026**, joining roughly **20 states** with comprehensive privacy laws.
- The CCPA issued a record **\$1.35M settlement** in 2025 against a national retailer over opt-out and disclosure failures.
- In July 2025, the California Attorney General secured a **\$1.55 million settlement** from Healthline.com, a health information publisher, which was the largest CCPA settlement to date. The site's cookie banner claimed to let visitors disable ad tracking, but didn't actually do so.

WHAT'S INCLUDED

- **Initial website assessment**, reviewing existing cookies, tracking scripts, privacy policy cookie policy, Google font use, and Google Analytics and Tag Manager setup.
- **Consent platform configuration**, cookie notice banner, cookie categories, and consent logging aligned to US state laws and GDPR.
- **Script & cookie management** so tools like Google Analytics and Meta Pixel respect visitor choices in real time.
- **Testing & quality assurance** across major browsers and devices before launch.
- **Ongoing managed service** with updates as regulations, browsers, and your own site's tools change.

Mightily is not a law firm and does not provide legal advice or compliance certification. This service supports your organization's broader privacy compliance efforts alongside your own legal counsel.

HOW THIS PAIRS WITH ACCESSIBILITY AND SEO + GEO

Privacy compliance is one piece of a healthy website. Two other services round out the picture, an accessibility audit and an SEO/GEO audit, each addressing a different risk or opportunity.

Privacy Compliance

Protects your organization legally and builds visitor trust by handling data responsibly.

Reduces exposure to lawsuits and demand letters tied to tracking and consent practices.

Accessibility

Makes your site usable for the roughly 61 million U.S. adults living with a disability, about 1 in 4 Americans.

Reduces exposure to lawsuits tied to inaccessible design, a fast growing area of litigation nationwide, including recent cases here in Louisville.

SEO + GEO

Makes sure your site is actually found in traditional search and now in AI answer tools like ChatGPT, Perplexity, and Claude.

Grows qualified traffic and keeps you visible as search behavior shifts toward AI-powered tools.

Three pillars, one healthy website.



ArentFox Schiff, CIPA Plaintiffs Target Cookie Banners, Join State Regulators in Attack on Opt-Out Compliance, 2026 · Loeb & Loeb, The Millisecond Problem, How Pre-Consent Tracking Is Driving CIPA Lawsuits in 2026, 2026 · Fox Rothschild, Your Website's Pixels May Be Wiretaps, 10 Questions Every Business Should Ask About CIPA, 2026 · MultiState, 20 State Privacy Laws in Effect in 2026, 2026 · White & Case, California Privacy Protection Agency Issues Record \$1.35 Million Fine Against Tractor Supply Company, 2025 · Consentio, GDPR Cookie Consent in 2026, ePrivacy, Legitimate

Interest, and What Actually Compliant Looks Like, 2026 · CookieScript, Latest GDPR Updates, Enforcement Trends and Compliance Tips, 2026 · Louisville Business First, Consumer Sues Louisville Vegan Jerky, Claims Inaccessible Website, 2022 · California Attorney General, Healthline.com CCPA Settlement, 2025 · Mightily internal accessibility materials, U.S. Census Bureau and CDC disability prevalence figures