

IN-DEPTH GUIDE

SECURITY AND COMPLIANCE

Law 25 and your website: the technical guide

What Law 25 actually changes for your website, explained without legal jargon. The technical aspect, what that involves, and what is up to your legal advisor.



GXN

Senior expertise · Digital governance

Quebec First

Quebec business context

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Updated



SECURITY AND COMPLIANCE

Law 25 and your website: the technical guide

TL;DR

The answer in one minute

Law 25 affects your website concretely through five technical elements. Consent before information is collected, actual blocking of cookies until consent is given, a working mechanism for access and opt-out requests, minimization of what is actually collected, and a privacy policy that reflects the site's true practices rather than text copied from elsewhere. This guide covers the technical aspect. The precise obligations that apply to your business are a matter for your legal advisor.

01 · BACKGROUND GUIDE

The most common misunderstanding

Many companies believe they have solved the issue by adding a banner that displays a message about cookies. The problem is that the banner and the actual behavior of the site are two different things. You can display a perfect message and let the measurement tools trigger exactly as before, before the visitor has even clicked on anything. It's more common than you think, and it can be verified in just a few minutes.

02 · BACKGROUND GUIDE

What is actually regulated on your site

Consent before collection. The visitor must be able to choose before the measurement or advertising tools begin to collect information.

- Effective blocking. It's not just showing a choice, it's technically preventing scripts from firing until the choice has been made.

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- The distinct categories. A visitor should be able to accept the measure without necessarily accepting advertising, for example, rather than a single all or nothing button.
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- Traceability of consent. Keep track of what was chosen, with the date, in case it needs to be demonstrated later.
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- The access request and withdrawal mechanism. A clear way for someone to ask what you have on them, or to request that it be removed.
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- Minimizing collection. Do not ask for more information than is actually necessary in your forms.
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- The privacy policy aligned with reality. The published text should reflect what the site actually does, not some generic template found online.

DECISION CARD

The four angles to keep together

01

The most common misunderstanding

02

What is actually regulated on your site

03

The test that takes three minutes

Measurement and consent can coexist

GUIDE READING GRID

Angle	Dimension to examine	Use in the decision
01	The most common misunderstanding	Setting the Context
02	What is actually regulated on your site	Identify dependencies
03	The test that takes three minutes	Compare options
04	Measurement and consent can coexist	Preparing for the next step

03 · BACKGROUND GUIDE

The test that takes three minutes

Here is a simple exercise that anyone can do. Open your site in a browser, use the inspection tools embedded in the browser, refuse everything in your banner, and then look at what continues to load. In a surprisingly high proportion of the sites I examine, something continues to start despite the refusal. This is exactly the gap that this guide helps you understand and correct.

INTERACTIVE TOOL

Set your decision

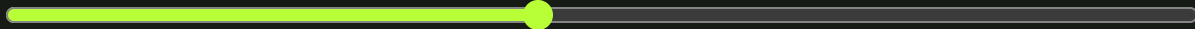
Select the dimensions that describe your situation. The result is to organize the next conversation, not to replace an analysis.

WHAT CONCERNS YOU NOW

- 01 **The most common misunderstanding**
- 02 **What is actually regulated on your site**
- 03 **The test that takes three minutes**
- 04 **Measurement and consent can coexist**

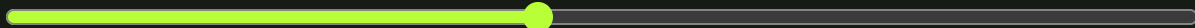
Urgent decision

5



Current control level

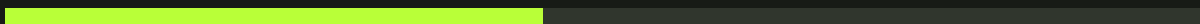
5



RECOMMENDED ANALYSIS

Several dimensions must be treated together

Avoid an isolated decision. Map out the dependencies and agree on an intervention order.



45 / 100

Measurement and consent can coexist

A common fear. If we really ask for consent, we'll lose all our measurement data and we won't know anything about our visitors. In fact, a well thought-out configuration retains a largely sufficient decision-making capacity. Visitors who accept are measured normally. Techniques exist to reasonably estimate the rest without violating the choices expressed. You lose perfect individual precision, you retain the ability to arbitrate your marketing decisions.

05 · BACKGROUND GUIDE

What is up to your advisor, and what is up to technical implementation

Your legal advisor determines which specific obligations apply to your business, how to interpret the requirements in your particular context, and what risks are acceptable to you. The technical implementation takes care of making these requirements real in the operation of your site, through the consent mechanism, the effective blocking of cookies, application forms, and the configuration of your measurement tools.

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- A company that entrusts legal interpretation to its technical supplier takes an unnecessary risk. A company with well-identified legal requirements but never technically executed takes an equally real risk.

What I see on the ground

The most common scenario. A banner was installed quickly, often by an external provider or an automatic extension, without anyone then checking whether it really worked. Management believes the matter has been resolved. Nobody has tested.

The three-minute test mentioned above resolves this uncertainty immediately. Either everything works as expected, and so much the better. Or a discrepancy appears, and we know exactly what to correct.

When this guide does not apply

If your site does not collect any personal information, form, measurement tool, advertising tool, the issues in this guide apply much less directly to you. This is rare in practice, but it happens for very simple and purely informative sites.

GXN offers technical implementation and operational support. Legal interpretation must come from qualified legal counsel.

Frequently asked questions

01 **Does our current witness banner suffice.**

It's objectively tested in a few minutes, as described above. The result often surprises, one way or the other.

02 **Is Google Analytics compliant with Law 25?**

03 **What should I do if I receive a client access request?**

04 **We need to completely redo our privacy policy.**

EDITORIAL METHOD

In-depth guide prepared by GXN based on real business situations. Recommendations remain independent of brands and suppliers.

OFFICIAL SOURCES

References to be checked according to your situation

These references support the external rules and frameworks cited in this guide. They are not a substitute for legal or professional advice tailored to your organization.

Quebec Access to Information Commission

Major changes made by the Act 25



Quebec Access to Information Commission



ABOUT THE PUBLISHER

GXN

Senior expertise directly accessible, supported by specialists when the project requires it.

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NEXT STEP

Send us your site address. We'll test what actually happens when a visitor refuses, and you'll know where you stand.

No call required. No sales sequence.