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# Journey JavaScript SDK

Web Tracking API

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Learn how to track visitor activity using an API.

### Important

This article only applies to customers using web chat. If you are a Genesys Cloud CX customer, we encourage you to use the new web messaging feature to replace web chat.

## About the Web Tracking API

The Web Tracking API lets you track what visitors do on your website. Tracking data is collected through a series of interactions occurring on your website such as pageviews, button clicks, and custom events. These interactions are grouped into visits and act as a container for the actions that a specific visitor takes on your website.

Visits do not have a predefined duration. Depending on your visitor, the visit may be a few seconds or a couple of hours long. A new visit is created when the visitor has been idle for 30 minutes or more, but they all are linked to the same visitor.

## Obtain consent before tracking visitors

### Important

To achieve compliance with GDPR requirements, consider whether you need to obtain a visitor's consent before tracking their data. For more information on using Genesys Predictive Engagement in a GDPR-compliant manner, see [GDPR](#).

To implement tracking after receiving consent, modify the tracking snippet so that the ``ac('init')`` and ``ac('pageview')`` are only called when consent is given, as shown in the following example:

```
(function(a,t,c,l,o,u,d){a['_genesysJourneySdk']=o;a[o]=a[o]||function(){(a[o].q=a[o].q||[]).push(arguments)};a[o].l=1*new Date();u=t.createElement(c),d=t.getElementsByTagName(c)[0];u.async=1;u.src=l;u.charset='utf-8';d.parentNode.insertBefore(u,d)})(window, document, 'script', 'https://apps.inindca.com/journey/sdk/js/web/v1/ac.js', 'ac');if (consentGiven) {
```

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```
// Call the ac('init') function to enable tracking
ac('init', 'a061a3fe-7a80-4b50-9d3b-df88c0f9efad', { region: 'use1' });
ac('pageview');
}
```

You are responsible for setting the value for the `consentGiven` variable based on the visitor's choice.

## Enable web tracking

To enable Web tracking on your website, initialize the Tracking SDK and then call the `pageview` method when a visitor navigates to a new page.

## Stop tracking when a visitor revokes consent

If a visitor revokes consent at any point, invoke the `destroy` command to stop tracking and remove all cookies, as shown in the following example.

```
// to disable tracking and delete Genesys Predictive Engagement cookies
ac('destroy');
```