

Cookie Policy

WEBSITE TEMPLATE

Last updated: [EFFECTIVE DATE]

This Cookie Policy explains how [COMPANY NAME] uses cookies and similar technologies on [WEBSITE URL]. It describes what these technologies are, why we use them, and the choices you have over them.

The policy applies to the pages, forms, and store features hosted at [WEBSITE URL]. Read it together with our privacy policy, which explains how we handle personal information more generally.

This version applies from [EFFECTIVE DATE]. [COMPANY NAME] operates from [COUNTRY/STATE].

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How to use this template

1. Replace every [PLACEHOLDER] with your own details. Use Find and Replace in Word to catch them all.
2. Delete any section that does not apply to your business, and renumber the headings that follow.
3. Have the finished document reviewed by a qualified lawyer in [COUNTRY/STATE] before you publish it.

1. What Cookies Are

A cookie is a small text file that a website asks your browser to store on your device. When you return, the browser sends the file back. This lets the site recognise the device and remember settings between visits.

Cookies set for one visit only are called session cookies and are deleted when you close the browser. Cookies that stay for a set period are called persistent cookies. We also use related technologies such as pixels, web beacons, and browser local storage. This policy refers to all of them as cookies.

2. Why We Use Cookies

Cookies let [WEBSITE URL] work the way you expect. They keep you signed in as you move between pages, hold items in a basket, and remember choices such as language or currency.

We also use cookies to understand how the site is used so we can fix errors and improve pages that people struggle with. Where you allow it, cookies help us measure marketing campaigns and show advertising that is more relevant to you.

3. Categories Of Cookies

We group the cookies on our site into four categories. Only the first category is set without asking you first.

- Strictly necessary cookies keep the site secure and working. They support sign in, form submission, load balancing, and fraud prevention. The site cannot operate properly without them.
- Preference cookies remember choices you make, such as language, region, currency, or accessibility settings, so you do not have to set them on every visit.
- Analytics cookies collect aggregated information about visits, such as pages viewed, time on page, referring source, and errors encountered. We use this to improve content and performance.
- Marketing cookies build a picture of your interests across sites so that advertising is more relevant. They also limit how often you see the same advert.

4. Example Cookies Used

The table below lists examples of cookies used on [WEBSITE URL]. Names and durations change as we update the site, so treat this as a representative list rather than a complete one. Our cookie settings tool shows the current list at any time.

Cookie	Provider	Purpose	Duration
session_id	[COMPANY NAME]	Keeps you signed in during a visit	Session
csrf_token	[COMPANY NAME]	Protects forms against forged requests	Session
cookie_consent	[COMPANY NAME]	Stores your cookie choices	12 months
site_prefs	[COMPANY NAME]	Remembers language, region, and currency	6 months
_analytics_id	Analytics provider	Measures visits and page	13 months

		performance	
_ads_id	Advertising provider	Measures campaigns and selects adverts	90 days

5. First And Third Party

First party cookies are set by [WEBSITE URL] itself. We control them and the information they hold. They cover sign in, security, basket contents, and your saved preferences.

Third party cookies are set by other companies whose services appear on our pages, such as analytics tools, embedded video players, maps, payment providers, and advertising networks. Those companies decide how they use what they collect and apply their own privacy notices.

We cannot read the contents of third party cookies from our own systems. Blocking them may stop embedded content such as video or maps from loading.

6. Consent And Legal Bases

In the European Economic Area and the United Kingdom, the ePrivacy rules and the UK Privacy and Electronic Communications Regulations require consent before non essential cookies are placed. We ask for that consent through a banner on your first visit and record what you choose.

Strictly necessary cookies are placed without consent because they are needed to deliver the service you asked for. For every other category we rely on your consent, and the GDPR and UK GDPR govern any personal data those cookies generate.

You can refuse non essential cookies at the banner and continue to use the site. Refusing does not restrict access to public pages or to checkout.

7. United States Choices

Under the California Consumer Privacy Act as amended by the CPRA, passing information to advertising partners through cookies can count as a sale or share of personal information. Comparable rules apply in other US states with consumer privacy laws.

Residents of those states can opt out through the do not sell or share link in our footer, or by switching marketing cookies off in our cookie settings tool. We also act on the Global Privacy Control signal where your browser sends one.

8. Managing Your Consent

You can change your choices at any time using the cookie settings link in the footer of [WEBSITE URL]. The tool lists each category, shows the cookies inside it, and lets you switch categories on or off.

Withdrawing consent stops further collection through those cookies. It does not delete information already collected. To ask about deleting information we hold, write to [CONTACT EMAIL].

We ask for your choices again after [NUMBER] months, or sooner if we introduce a new type of cookie.

9. Browser Controls

Most browsers let you view, block, and delete cookies from the settings or privacy menu. You can block all cookies, block third party cookies only, or clear cookies each time you close the browser.

Blocking all cookies will break sign in, saved baskets, and other features that rely on strictly necessary cookies. Deleting cookies also removes the record of your consent choices, so the banner will appear again.

Browser controls apply only to the device and browser you set them on. Repeat the settings on each device and browser you use.

10. Changes And Contact

We update this policy when we add, remove, or change the cookies used on our site. The current version is always available at [WEBSITE URL], and the date at the top shows when it last changed. Significant changes are signalled through the consent banner.

For questions about this policy, write to [COMPANY NAME] at [CONTACT EMAIL] or [POSTAL ADDRESS].

Before you publish

This template is a starting point only. Replace every placeholder in square brackets with your own details, check the cookie table against a real scan of your site, and have a qualified lawyer in [COUNTRY/STATE] review the final document before you publish it.



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