

Cookie Policy

Policy · UK · Updated 2026-07-23 · Square brackets are placeholders to replace with your own details.

A cookie policy is the page on your website that tells visitors which cookies and similar technologies the site uses, what each one does, how long it lasts, and how visitors can accept, refuse, or change their choices. It works together with your consent banner: the banner collects the choice, the policy explains it.

The rules here come mainly from PECR rather than UK GDPR alone, and they catch tools most site owners never consciously chose — analytics scripts, embedded videos and maps, and marketing pixels all set cookies. If your site uses any of them, you need to say so and, for the non-essential ones, ask first.

This template gives you a complete policy: plain-language explanations, a cookie table by category to complete from a scan of your own site, how consent is collected and withdrawn, and third-party cookie disclosures.

Purpose and scope

This policy explains how [website address], operated by [Your company], uses cookies and similar technologies, and the choices you have. It should be read alongside our privacy policy, which explains how we handle personal data more broadly.

What cookies are

Cookies are small text files placed on your device when you visit a website. Some are set by us (first-party cookies) and some by other companies whose tools appear on our site (third-party cookies). Some last only for your visit (session cookies); others remain for a set period (persistent cookies). This policy covers similar technologies too, such as pixels and local storage.

The cookies we use

- Strictly necessary: cookies the site cannot work without — [session management, security, shopping basket, remembering your cookie choices]. These do not require consent.
- Functional: cookies that remember your preferences, such as [language or region settings]. [Delete if unused.]
- Analytics: cookies from [analytics tool] that show us how the site is used — pages visited, time on page — so we can improve it. Set only with your consent.
- Marketing: cookies and pixels from [advertising platforms] that measure our advertising or show you relevant ads elsewhere. Set only with your consent. [Delete if unused.]
- For each cookie: name, who sets it, purpose, and how long it lasts — [complete this table from a scan of your own site].

How we ask for your consent

When you first visit, a banner asks whether you accept non-essential cookies, with a genuine choice per category — accepting and refusing are equally easy. Non-essential cookies are not set until you choose to accept them. Your choice is remembered for [period], after which we ask again.

Managing and withdrawing your consent

- Change your choices at any time via [cookie settings link, e.g. the "Cookie settings" link in the site footer].
- Withdrawing consent stops new non-essential cookies; you can also delete existing ones through your browser settings.
- Your browser can block or delete cookies for all sites — check its help pages.
- Blocking strictly necessary cookies may stop parts of the site working, such as [login or checkout].

Third-party cookies

Some content on our site is provided by other companies — [embedded videos, maps, social media widgets, payment forms] — and those companies may set their own cookies, governed by their own policies: [list providers and link their policies]. Where such cookies are non-essential, we load the content only after you consent.

Changes, contact, and review

We update this policy whenever the cookies on the site change — typically when we add or remove a tool — and show the last-updated date at the top. Questions go to [email address].

This policy is reviewed [frequency, e.g. annually] against a fresh scan of the site. Owner: [name/role]. Last updated: [date].

How to use this template

1. Scan your own site first — use your browser's developer tools or a cookie scanner — and build the cookie table from what is actually set, not what you think is set.
2. Classify honestly: if a cookie is not essential to what the visitor asked for, it needs consent, however useful it is to you.
3. Check your consent banner blocks non-essential cookies until the visitor accepts — many default configurations do not.
4. Add a permanent "Cookie settings" link to the site footer so consent can be changed at any time.
5. Link this policy from the banner and from your privacy policy.
6. Re-scan and update the table whenever you add a plugin, pixel, or embedded tool.

Official guidance

- › [ICO — UK GDPR guidance and resources](#)

This template is provided in good faith and for general information — it is not legal advice. Adapt it to your organisation and, where your sector carries specific legal requirements, have the finished document reviewed by a qualified adviser. The live version at <https://trainedteam.com/templates/website-cookie-policy> is kept current; this file is a snapshot.