

# NerdCow



# BRITISH COOKIE COMPLIANCE CHECKLIST



## Cookies on our website

We use cookies to improve your user experience. If you'd like to know more, please refer to our cookies policy page.



### Necessary

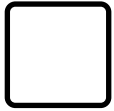
These cookies are required to use certain features of our website. One example would be a cookie that lets us know that you have accepted this policy.



### Analytics & performance

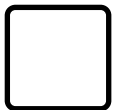
These cookies allow us to track the statistics on website usage to see how many users visit our site, how they navigate, etc. This helps us improve our website and your experience, for example by ensuring you find the content you are looking for easily.





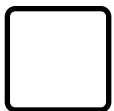
### **Have a cookies policy in place**

A Cookie Policy should include a list of cookies used on your website, together with their purposes and third-party policies - if applicable. Visitors need to access the Cookie Policy right away, before deciding if they agree to your use of cookies. Because of that, we recommend creating a separate page, rather than including it as a section in your Privacy Policy



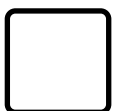
### **Ensure your consent mechanism uses positive opt-in**

Visitors need to actively select cookie categories that they want to allow on your website. By default, the optional cookies should be turned off.



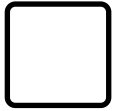
### **Eliminate suggestive design when asking for consent**

Your consent prompt will use two or more buttons - users can “Accept” your cookies, “Reject” the optional ones, “Manage” their preferences, etc. In any case, you are required to use the same styling for all of the buttons to avoid suggestive design.



### **Ensure visitors have full access to the website without dismissing the consent mechanism**

If the visitors can't access your website before they communicate their preferences, the consent mechanism won't be fully compliant.



## **Make sure you're not pre-loading optional cookies**

You can't store optional cookies on the visitors' devices before they actively consent to your use of cookies.

To check this, open your website in a private window and do not interact with your cookie consent mechanism.

Instead, for **Google Chrome, Microsoft Edge and Safari**, click on the padlock next to your website's address and select cookies. If you spot any cookies that aren't strictly necessary, this means they're preloaded before the user opts-in. This means your website is not compliant.

If you're using **Mozilla Firefox**, ensure you've disabled their Tracking Protection feature and then press F12 to open the Developer Tools. Navigate to *Storage > Cookies* and proceed as described above.

## **Disclaimer**

Please note that passing this checklist does not guarantee full compliance with the cookie laws. We only provide it as an educational material and NerdCow is not responsible for the misuse or incorrect conclusions drawn from the use of this checklist.

To ensure full compliance, please consider carrying out a professional audit or consulting [the extensive guide from the Information Commissioner's Office](#).