

Cookie Policy

How British Blenders uses cookies and similar technologies

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1. What cookies are

Cookies are small text files stored on a device when a website is visited. Similar technologies, such as tags and local storage, can perform related functions. Some are necessary for a site to work; others measure use or support additional features.

2. Our approach

We use strictly necessary cookies without consent where the law permits because they are needed to provide a service requested by the visitor or to protect the site. We ask for consent before setting or reading non-essential analytics cookies. Analytics must remain disabled unless and until the visitor accepts it. Rejecting optional cookies must be as easy as accepting them, and the website must remain usable without analytics cookies.

3. Cookies currently expected

Category	Cookie / technology	Provider	Purpose	Typical duration
Necessary	Consent preference cookie (exact name depends on the consent tool)	British Blenders / consent provider	Stores the visitor's cookie choices so the banner can respect them.	Usually 6–12 months
Analytics	_ga	Google Analytics	Distinguishes visitors and supports aggregated website usage measurement after consent.	Up to 2 years
Analytics	_ga_<container-id>	Google Analytics	Maintains session state and measurement information after consent.	Up to 2 years
Tag management	Google Tag Manager container	Google	Loads and manages configured tags. Tag Manager itself is a delivery mechanism; cookies depend on the tags deployed.	Depends on configured tags

Cookie schedule verification: the table reflects the stated Google-only setup and common Google Analytics 4 identifiers. A live scan must be used to replace the consent-cookie description with its exact name and to add or remove any cookies actually found.

4. Managing consent

Visitors can accept, reject or customise optional cookies using the cookie banner and can change their decision at any time through the persistent 'Cookie settings' link in the website footer. Browser settings can also block or delete cookies, although disabling necessary cookies may affect site operation. Withdrawing consent does not make earlier consent-based processing unlawful.

5. Google Analytics

Where consent is given, Google Analytics helps us understand matters such as page visits, referral sources, device types and interactions so we can improve the website. We configure analytics to minimise collection where reasonably possible. Google may process information outside the UK subject to applicable transfer safeguards. Google's own privacy information explains how it uses data.

6. Changes and contact

We may update this policy when cookies, suppliers, website features or legal requirements change. Please check the update date above. Questions may be sent to hello@britishblenders.com or to the postal address stated in our Privacy Policy.