



Cookie Policy – haberdashers.co.uk

Cookie consent

- Visitors can now accept or reject non-essential cookies.
- Google Analytics and Google Tag Manager are classified as Analytics and are blocked until consent is given.
- Testing confirmed that when consent is denied, the Google Analytics cookies are not created and the associated Google tracking does not run.
- When consent is granted, the Analytics tracking is permitted to operate.

Google Analytics 4

- Measurement ID: **G-P2E0PG4CCN**
- Purpose: website usage/analytics.
- Consent category: **Analytics**
- Cookies detected:
 - **_ga** – used by Google Analytics to distinguish users.
 - **_ga_P2E0PG4CCN** – used by Google Analytics to maintain session information.
- These are now controlled by the cookie consent system.

Google Tag Manager

- Container ID: **GTM-NFZQCL5**
- Consent category: **Analytics**
- Blocking: **Blocked until consent**
- This forms part of the existing Google tracking setup and is now also controlled by the cookie consent system.

_gcl_au

- This cookie was also detected during the website scan.
- It is associated with Google's advertising/conversion functionality.
- The Company is not currently using the website for advertising campaigns.
- As we don't have access to the original Google account configuration, I can't confirm why this functionality is present.

- I would include **_gcl_au** in the updated Cookie Policy while it remains detectable on the website.