

Cookie Consent Review

The Window Guild | October 8, 2026 | Implementation guide based on client attachments

Purpose and status

This document separates the client's cookie-consent and form-notice requirements from the Privacy Policy and Website Terms. It is a proposed implementation guide, not proof that tracking controls have been installed or tested.

1. Cookie banner wording

- “We use necessary technologies to operate this site. With your permission, we also use analytics and advertising technologies to measure visits and show ads based on your activity, including through Google and Meta. Choose Accept All, Reject Nonessential, or Manage Choices. Read our Privacy Policy.”
- Provide three clearly visible actions: Accept All; Reject Nonessential; Manage Choices. Link “Privacy Policy” to the published policy.

2. Manage Choices: preferences

- Necessary technologies: remain active only as required to operate requested functions, preserve security, or remember privacy selections.
- Analytics technologies: optional; off by default until accepted under the proposed implementation.
- Advertising technologies: optional; off by default until accepted under the proposed implementation.
- Provide a persistent “Privacy Choices” link (for example, in the footer) so visitors can reopen the panel and change their selections.

3. Tracking and consent integration

- Block optional analytics and advertising until the corresponding choice is accepted. Apply the decision to Google Analytics, Google Ads, Meta Pixel, and other optional tags.
- Integrate Google Tag Manager and also inspect scripts, tags, and embedded services loaded outside GTM.
- The client notes recommend basic Google consent mode with actual tag blocking for this default-off approach. Advanced consent mode may transmit cookieless measurements while consent is denied; do not promise that nothing transmits unless verified.
- Test actual network requests and cookie storage, not only the visible banner or Google consent settings. Google consent settings alone do not block Meta or all embedded third-party content.

4. Global Privacy Control and Do Not Track

- Honor Global Privacy Control (GPC) as a browser-level request to disable optional advertising tracking in the proposed setup. Verify behavior in live testing.
- Test legacy Do Not Track (DNT) separately; the client-provided draft contains a [VERIFY DNT RESPONSE] placeholder. Replace it with a tested factual disclosure before publishing. Do not treat DNT and GPC as equivalent.

5. Website forms and notices

- Place a visible Privacy Policy link beside every form submission button.
- Client's suggested form notice: "We use the information you provide to respond to your request and discuss your project. A preferred appointment date is not confirmed until our team contacts you. Read our Privacy Policy."
- If affirmative acceptance of enforceable website terms is desired, use an unchecked checkbox: "I agree to the Website Terms and Conditions." Link to the Terms and record the accepted version and submission.
- Optional and separately unchecked promotional email checkbox, if adopted: "Send me occasional Window Guild offers by email. I can unsubscribe at any time."
- Do not combine quote submission with cookie consent or promotional marketing opt-in. Do not add promotional text-message consent without separate review.
- Confirm that quote and appointment request forms continue working when visitors reject nonessential cookies.

6. Verification checklist before launch

- Confirm which cookies, analytics services, advertising pixels, mapping embeds, and other integrations are actually used.
- Test a fresh visitor with no stored consent; Accept All; Reject Nonessential; individual Manage Choices selections; and a later change of preference.
- Test GPC and DNT separately, inspect network traffic and cookies, and verify that rejected categories are blocked as represented.
- Confirm the permanent Privacy Choices link and policy links work on desktop and mobile.
- Confirm form delivery, lead capture, and appointment requests still work without optional tracking.
- Have the business owner and qualified legal reviewer approve published language against actual site behavior.

Sources: TWG Privacy Policy & Terms and Conditions 2026.docx (internal implementation notes, page 6) and Window Guild Website Edits.docx (Privacy Controls & Form Notices, page 1).