

## Cookie Preferences

### 1. Purpose

This page explains how you can manage your cookie choices on the TPMG website.

When you visit our website, you may be given the option to accept, reject or customise certain categories of cookies and similar technologies. This Cookie Preferences page explains what those choices mean, how they affect your experience, and how you can update your settings later.

This page should be read alongside our **Cookie Policy** and **Privacy Notice**.

---

### 2. Why Cookie Preferences Matter

Cookies are not all the same. Some are essential for the website to function properly, while others help us improve performance, remember preferences, understand how visitors use the site, or support embedded third-party services.

Your cookie-law guidance notes say that users should be given a **positive, user-friendly explanation** of why cookies may help them, rather than language that blames them for refusing cookies. They also stress that users must be able to understand what cookies do, what effect they have, and what personal data may be involved. ICO guidance similarly says users must be given clear, easily available information about how cookies work, what they are used for, and the likely consequences of allowing them.

At TPMG, cookie preferences are intended to help you:

- understand the choices available to you;
  - control non-essential cookie categories;
  - revisit those choices later; and
  - use the website in a way that reflects your own privacy preferences.
-

### 3. How Consent Works

When you first visit the TPMG website, you may see a cookie banner, popup or preference tool asking you to choose how non-essential cookies are used.

TPMG aims to ensure that:

- strictly necessary cookies are explained clearly;
- non-essential cookies are not set until the relevant consent has been given;
- users are offered a genuine choice;
- acceptance and rejection are both available;
- controls are broken down by category where appropriate; and
- preferences can be changed later.

Your uploaded cookie guidance notes explicitly state that **implied consent is no longer a sensible option**, that users must take **affirmative action**, and that **granular consent by category** is preferable where non-essential cookies are used. They also say it should remain possible for users to use the website in some way even if they refuse non-essential cookies. ICO guidance and PECR require consent for non-essential cookies before they are placed, unless an exemption applies.

---

### 4. Cookie Categories You May Be Able to Control

Depending on the website tools and integrations in use, cookie preferences may be offered for some or all of the following categories:

#### 4.1 Strictly Necessary Cookies

These cookies are essential to the operation of the website and cannot usually be turned off through the preference tool.

They may be used for:

Document ID: TPMG-POL-005

Title: Cookie Preferences

Version: 1.0

Status: Approved

Approved by: Giedre Beige - Director



- page navigation;
- security and fraud prevention;
- load balancing;
- form submission;
- session continuity;
- checkout or digital access processes; and
- storing your cookie consent settings.

Your guidance notes make clear that strictly necessary cookies are treated differently and may not require consent, but users must still be informed about them. ICO guidance says the same.

## **4.2 Analytics Cookies**

These cookies help us understand how people use the website so we can improve performance, structure, content and user experience.

They may be used to:

- count visits;
- understand page popularity;
- review how users move around the site; and
- improve website functionality over time.

Your cookie-law guidance notes recommend explaining analytics in a positive way, for example by showing that they help improve the service for users.

## **4.3 Functionality Cookies**

These cookies support enhanced features or personalisation.

They may be used to:

- remember preferences;
- support embedded content;
- retain choices you have made; and

- improve convenience across visits.

#### **4.4 Performance Cookies**

These cookies help us monitor how the website performs and identify technical issues or opportunities to improve speed, reliability or experience.

#### **4.5 Targeting or Marketing Cookies**

If used, these cookies help measure campaign performance or support more relevant communications or advertising.

These are not strictly necessary and should only be used where the relevant consent has been given.

#### **4.6 Third-Party Cookies**

Some preferences may relate to cookies set by third-party tools used on the site, such as:

- analytics services;
- embedded video platforms;
- maps;
- forms;
- payment services;
- chat or support tools; and
- consent management platforms.

---

## **5. What Happens If You Reject Non-Essential Cookies?**

If you choose not to accept non-essential cookies:

- the website should still be usable for core functions;
- analytics and performance monitoring may be reduced;
- some convenience, personalisation or embedded features may not work as

expected; and

- your experience may be less tailored.

Your guidance notes recommend explaining this in a balanced and user-friendly way rather than presenting refusal as a problem for the business.

---

## 6. Changing Your Preferences Later

It must be easy for users to change their cookie settings after their first visit. Your uploaded guidance notes explicitly say that a one-time popup that disappears forever is not enough and that settings should remain easy to find later.

You can change your preferences at any time by using the **Cookie Preferences** link or button made available on the TPMG website.

This may allow you to:

- review which cookie categories are active;
- turn optional categories on or off;
- withdraw previously given consent; and
- confirm your updated choices.

Where consent is withdrawn, TPMG aims to apply the updated preference to future cookie use as soon as reasonably practicable.

---

## 7. Browser Controls

In addition to the controls provided by TPMG, you can also manage cookies through your browser settings.

Most browsers allow you to:

- delete stored cookies;
- block all cookies;

Document ID: TPMG-POL-005

Title: Cookie Preferences

Version: 1.0

Status: Approved

Approved by: Giedre Beige - Director



- block only third-party cookies;
- clear data when the browser closes; and
- manage permissions for individual sites.

Your template materials include the same browser-control guidance and say that users should be signposted to browser help resources.

However, your guidance notes also make clear that browser settings alone are **not** a reliable basis for cookie consent in the current UK position. ICO guidance similarly says relying only on browser settings is generally not recommended for consent purposes.

---

## 8. Relationship with the Cookie Policy and Privacy Notice

Cookie Preferences is not intended to replace our Cookie Policy or Privacy Notice.

- Our **Cookie Policy** explains what cookies and similar technologies are used on the website, what they do, and which providers may set them.
- Our **Privacy Notice** explains how personal data is collected, used, shared, retained and protected more generally.
- This **Cookie Preferences** page explains the choices available to you and how those choices can be managed.

Your uploaded guidance notes specifically recommend separating cookie information from the privacy policy and giving it its own prominent link so that users can find it easily.

---

## 9. Preference Records

TPMG may store a record of your cookie preference choice so that:

- your decision can be remembered across visits for an appropriate period;
- the cookie banner does not keep reappearing unnecessarily;
- consent or refusal can be applied consistently; and

- we can demonstrate, where relevant, that a preference was recorded.

This usually involves a strictly necessary cookie or similar technology used only for preference management.

---

## 10. Accessibility and Ease of Use

TPMG aims to make cookie preference controls:

- easy to find;
- written in clear, non-technical language;
- understandable by non-specialist users; and
- usable across common device types.

Your cookie guidance notes place strong emphasis on **prominence, simple language**, and making cookie information and controls easily available rather than burying them within other legal pages.

---

## 11. Preference Refresh and Review

TPMG may periodically:

- ask you to reconfirm cookie choices;
- refresh the cookie banner or settings tool;
- update cookie categories; or
- change the way preferences are collected or stored.

This may happen if:

- our website changes;
- new integrations are added or removed;
- the types of cookies used change;
- legal or regulatory expectations change; or

Document ID: TPMG-POL-005  
Title: Cookie Preferences  
Version: 1.0  
Status: Approved  
Approved by: Giedre Beige - Director



- our consent tool is updated.

Your guidance notes also recommend ongoing review of cookie controls and even suggest reminding users to revisit privacy or cookie settings from time to time where appropriate.

---

## 12. Contact

If you have any questions about Cookie Preferences or how TPMG manages cookie choices, please contact:

### **TPMG**

A trading style of TPMG Group Ltd  
Cardinal Point, Park Road, Rickmansworth, WD3 1RE

**Tel:** 020 7060 6228

**General enquiries:** [admin@tpmg-group.com](mailto:admin@tpmg-group.com)

**Data Protection Officer:** [dpo@tpmg-group.com](mailto:dpo@tpmg-group.com)

**Website:** [www.tpmg-group.co.uk](http://www.tpmg-group.co.uk)

---

## 13. Related Documents

Please also see:

- **Cookie Policy**
  - **Privacy Notice**
  - **Cookie Preferences**
  - **Website Terms of Use**
- 

## 14. Disclaimer

This page is intended to explain how TPMG presents cookie choices to users and how those choices can be managed. It does not replace the Cookie Policy or Privacy Notice,

Document ID: TPMG-POL-005

Title: Cookie Preferences

Version: 1.0

Status: Approved

Approved by: Giedre Beige - Director



and TPMG may update its consent tools, cookie categories or preference controls from time to time in response to website changes, provider changes, legal developments or operational needs.