

Pack-A-Punch PCs Ltd

Cookie Policy

Version 1 | [DATE] 2026 | Company No. 16316337

1. Introduction

This Cookie Policy explains how Pack-A-Punch PCs Ltd ("we", "us", "our") uses cookies and similar tracking technologies when you visit packapunchpcs.co.uk (the "Website"). It should be read alongside our Privacy Policy, which explains in more detail how we handle your personal data generally.

Non-essential cookies will only be placed on your device once you have provided consent through our cookie consent banner. Strictly necessary cookies do not require consent, as explained in Section 3.1.

2. What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They are widely used to make websites work more efficiently, remember your preferences, and provide information to website owners.

Cookies may be:

- "Session cookies" — deleted automatically when you close your browser
- "Persistent cookies" — remain on your device for a set period, or until you delete them
- "First-party cookies" — set directly by our Website
- "Third-party cookies" — set by a service we use that is not operated by us (e.g. Google, Meta)

The lifespan of individual cookies varies depending on their purpose. Specific retention periods are listed in Section 5 where applicable.

3. Categories of Cookies We Use

3.1 Strictly Necessary Cookies

These cookies are essential for the Website to function and cannot be switched off. They do not require your consent, as they relate to services you have explicitly requested (such as adding items to your basket or checking out). Without these, core features like the shopping cart and checkout would not work. These cookies may also be used to maintain the security of the Website, prevent fraud, and ensure the checkout process functions correctly.

3.2 Functional Cookies

These remember choices you make (such as currency, region, or login status) to provide a more personalised experience. Functional cookies require your consent before they are set.

3.3 Analytics / Performance Cookies

These help us understand how visitors use our Website — for example, which pages are most popular and whether customers encounter errors — so we can improve it. These require your consent before they are set.

3.4 Marketing / Advertising Cookies

These track your browsing activity across websites to build a profile of your interests, and are used to show you relevant adverts for Pack-A-Punch PCs on other sites (such as Google or social media). These require your consent before they are set.

4. How We Manage Your Consent

We use a Consent Management Platform ("CMP") cookie banner on our Website. This means:

- Strictly necessary cookies are set automatically, as they do not require consent
- All other categories (functional, analytics, marketing) are switched off by default and will only be activated once you actively give consent through the banner
- You can change or withdraw your consent at any time via the cookie preferences link, typically found in our website footer
- Your consent choices are recorded and stored so we can demonstrate compliance with the law if required

This approach follows the UK GDPR and the Privacy and Electronic Communications Regulations (PECR), which require that non-essential cookies are not set until you have given clear, informed consent.

5. Cookies Used On This Website

The table below sets out the cookies currently used on our Website. As our Website runs on WooCommerce (WordPress), the table below includes the standard cookies set by that platform. We will update this table as our use of cookies changes — see Section 7.

5.1 Strictly Necessary Cookies (WooCommerce / WordPress)

Cookie Name	Purpose	Duration	Party
woocommerce_cart_hash	Identifies your shopping cart, allowing the site to know if its contents have changed	Session	First-party
woocommerce_items_in_cart	Indicates whether your cart currently contains items	Session	First-party
wp_woocommerce_session_	Holds a unique identifier for your session so your cart contents are retained as you browse	2 days	First-party
wordpress_logged_in_	Indicates when you are logged in to your account, and identifies who you are for most interface use	Session	First-party
wordpress_sec_	Used for authentication when logged in and to protect site data from unauthorised access	Session	First-party
wp-settings-	Customises the view of the site for logged-in users (e.g. admin/account display preferences)	1 year	First-party
woocommerce_recently_viewed	Remembers products you have recently viewed	Session	First-party

5.2 Analytics, Marketing & Other Non-Essential Cookies

We have not yet finalised which analytics and marketing tools will be used on the Website. Before any such tool (for example Google Analytics, Meta Pixel, Google/TikTok Ads pixels, or a live chat widget) is added, this table must be completed with the real cookie details from that tool, and the cookies must be configured to fire only after consent through our CMP. Do not publish this policy with this section left as placeholders.

Cookie Name	Purpose	Duration	Party
[INSERT — e.g. _ga]	[INSERT — e.g. Google Analytics: distinguishes unique users]	[INSERT]	[Third-party]
[INSERT — e.g. _fbp]	[INSERT — e.g. Meta Pixel: tracks visits for advertising purposes]	[INSERT]	[Third-party]
[INSERT]	[INSERT]	[INSERT]	[INSERT]

ACTION REQUIRED: Once your analytics/marketing/live chat tools are confirmed, come back and replace the placeholder rows above with the actual cookie names, purposes, and durations for each tool you install. Each third-party tool's own privacy/cookie policy should also be linked in Section 6 below.

6. Third-Party Services

Where we use third-party tools that set cookies (such as analytics or advertising platforms), those providers operate their own privacy and cookie policies, which we encourage you to review:

- Google (Analytics / Ads): policies.google.com/privacy
- Meta (Facebook / Instagram Pixel): facebook.com/policy/cookies
- [INSERT — additional third-party tool links as adopted, e.g. live chat provider]

We do not control these third parties' use of cookies and recommend checking their policies directly for the most accurate and current information.

Some of the third-party providers referenced above may process personal data outside the United Kingdom (for example, in the United States). Where this applies to a tool we use, that provider is required to put appropriate safeguards in place under UK GDPR, such as Standard Contractual Clauses or the UK International Data Transfer Addendum, or to rely on a valid adequacy decision. Further detail on the specific transfer mechanism used by each tool we adopt will be added here once our tools are finalised.

7. How To Manage Or Withdraw Consent

7.1 Via Our Cookie Banner

You can change your cookie preferences at any time using the "Cookie Preferences" link in the footer of our Website. This allows you to switch individual categories (functional, analytics, marketing) on or off, with the exception of strictly necessary cookies.

7.2 Via Your Browser

Most browsers also allow you to control cookies through their settings, including blocking or deleting cookies. As blocking all cookies may affect the functionality of our Website (such as the shopping cart), we recommend using our cookie banner rather than browser-level blocking where possible. General guidance for common browsers:

- Google Chrome: Settings > Privacy and security > Cookies and other site data
- Mozilla Firefox: Settings > Privacy & Security > Cookies and Site Data
- Safari: Preferences > Privacy > Manage Website Data
- Microsoft Edge: Settings > Cookies and site permissions

For more general information on cookies and how to manage them, you can visit aboutcookies.org or ico.org.uk.

8. Changes To This Cookie Policy

We may update this Cookie Policy from time to time, for example when we add new tools to our Website or our legal obligations change. Any changes will be posted on this page with an updated revision date. We encourage you to review this policy periodically.

9. Contact Us

If you have any questions about this Cookie Policy or how we use cookies, please contact us:

- Email: info@packapunchpcs.co.uk
- Post: Pack-A-Punch PCs Ltd, [REGISTERED ADDRESS — INSERT BEFORE PUBLISHING]
- Website: packapunchpcs.co.uk

We aim to respond to all enquiries within 5 working days.

You also have the right to raise concerns about our use of cookies or personal data with the Information Commissioner's Office (ICO), the UK's data protection regulator, at ico.org.uk.

This Cookie Policy is accurate and up to date as of [DATE] 2026. Pack-A-Punch PCs Ltd — Company No. 16316337. Section 5.2 must be completed with real cookie data before this policy goes live, and a CMP (e.g. CookieYes/Cookiebot) must be installed and configured to gate non-essential cookies on consent. A solicitor review is recommended before publishing. Placeholders marked [IN BRACKETS] must be completed before going live.