Cookie Policy

How cookies and similar technologies may be used on the Rosethorn website

Last reviewed: 2 November 2026

This policy explains how the Rosethorn Boat Builders website uses cookies and similar technologies, the choices available to visitors and how preferences can be changed.

1. What cookies are

Cookies are small text files stored on a computer, phone or other device when a website is visited. Similar technologies may include local storage, pixels, scripts, tags and device identifiers.

2. Categories used

Strictly necessary technologies enable core functions such as security, consent preferences and page operation. They do not normally require consent.

Analytics technologies help understand website use and performance. Depending on configuration and applicable exceptions, consent or a simple means of objecting may be required.

Functional technologies remember choices or enhance features. Consent may be required unless a specific exception applies.

Advertising technologies profile users, measure advertising or track activity across sites. These require consent. Rosethorn should not state that these are used unless a scan confirms them.

3. Current website technologies

The supplied website code includes Google Analytics using measurement ID G-DPNTK4R3ZH. The live implementation must prevent non-essential analytics storage or access until the applicable consent or lawful exception requirements are met.

The website also uses third-party scripts and assets. A cookie scan should confirm whether any of these store or access information on a visitor’s device.

4. Provisional cookie register

Google Analytics / Google tag: provider Google; purpose website measurement and analytics; category analytics; duration varies by configuration. Confirm exact cookies and retention in the live account.

Cookie-consent platform: provider [insert]; purpose recording visitor choices; category strictly necessary; duration [insert after implementation].

Any additional cookies: insert exact name, provider, purpose, category and duration after scanning the production website.

5. Consent and choices

Visitors should be given clear information and a genuine choice before non-essential technologies are activated. Refusing optional cookies should be as straightforward as accepting them.

The website should provide Accept, Reject and Manage Choices controls and retain the selected preference. Consent should be refreshed when purposes change or at an appropriate interval.

6. Changing preferences

Visitors can change preferences through the website's Cookie Settings link. Browser controls can also block or delete cookies, although this may affect website functionality. Insert a persistent Cookie Settings link in the footer once the consent platform is implemented.

7. Third-party services

Third-party providers may process information under their own privacy documentation. Rosethorn should review provider terms, data use, international transfers and retention before enabling optional technologies.

8. Updates

This policy may be updated following website, supplier, legal or guidance changes. The current version should show its review date.

9. Contact

Questions about cookies can be sent to boats@rosethornboatbuilders.co.uk or raised by telephone on 07908 498 895.