



— OFFICIAL COMPANY DOCUMENT —

cookie & tracking

policy

Camp 4 Champs Ltd

Company No. 10035921

85 Great Portland Street, London, W1W 7LT

● REGISTERED OFSTED PROVIDER

VERSION

v1 2026

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01 June 2026

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1 May 2027

APPROVED BY

Directors (DSL & DDSL)

How Camp 4 Champs Ltd uses cookies, preference storage, pixels, tags, embedded maps, consent controls and other storage/access technologies on www.camp4champs.co.uk.

ITEM	DETAILS
Version	v1 2026
Issue date	01 June 2026
Next review	1 May 2027
Website	www.camp4champs.co.uk
Data controller	Camp 4 Champs Ltd
Company number	10035921
Registered office	85 Great Portland Street, London, England, W1W 7LT
Contact	hello@camp4champs.co.uk
Ofsted registration	2662789
Approved by	Directors (DSL & DDSL)

EXECUTIVE SUMMARY

This policy reflects current UK PECR and ICO guidance on cookies and storage/access technologies. Camp 4 Champs currently uses a first-party preference cookie and a consent-aware tracking framework. Optional analytics and marketing providers are not active because their IDs are blank. Google Maps embeds are active on venue pages, and external booking or parent-login journeys use Active Network after the user leaves the Camp 4 Champs website.

1 | purpose

This Cookie & Tracking Policy explains how Camp 4 Champs Ltd uses cookies and other storage/access technologies on www.camp4champs.co.uk and related online services controlled by Camp 4 Champs Ltd. This includes cookies, pixels, tags, scripts, local storage, session storage, consent-management tools and embedded third-party services.

It is written for parents and carers, staff, volunteers, suppliers, website visitors and other people who interact with Camp 4 Champs online. It is intended to provide clear and comprehensive information about what technologies are used, why they are used, who provides them and how choices can be managed.

2 | data controller and contact details

ITEM	DETAILS
Data controller	Camp 4 Champs Ltd
Website	www.camp4champs.co.uk
Email	hello@camp4champs.co.uk
Telephone	020 8103 0101
Registered office	85 Great Portland Street, London, England, W1W 7LT
Company number	10035921

3 | what cookies and similar technologies are

Cookies are small files stored on a device when a user visits a website. PECR also applies to other technologies that store information on a device or access information already stored there. This can include local storage, session storage, tracking pixels, tags, scripts, device identifiers, embedded content and software components supplied by third parties.

- Session cookies may expire when the browser closes.
- Persistent cookies may remain for a defined period unless deleted by the user.
- First-party cookies are set by Camp 4 Champs Ltd or its website provider.
- Third-party cookies or similar technologies may be set by external services such as Google Maps, Active Network or optional analytics/marketing platforms if enabled.

4 | uk legal approach

In the UK, cookies and similar storage/access technologies are regulated primarily by the Privacy and Electronic Communications Regulations (PECR). Where those technologies involve personal data, the UK GDPR and Data Protection Act 2018 also apply. PECR must be considered first, because it contains specific rules about storing information on, or accessing information from, a user's device.

PRINCIPLE	HOW IT APPLIES
PECR first	If Camp 4 Champs stores information on, or accesses information from, a user's device, PECR applies before the UK GDPR lawful-basis analysis.
Clear information	Users must receive clear and comprehensive information about the technologies used, their purposes, third-party providers and expected duration.
Prior consent	Unless a PECR exception applies, non-exempt technologies must not be used until valid consent has been given.
Consent standard	Consent must be freely given, specific, informed and unambiguous, shown by a clear affirmative action. Continuing to browse, silence and pre-ticked choices are not valid consent.
Equal control	Users must be able to refuse non-exempt technologies as easily as they can accept them, and withdraw consent as easily as it was given.
Children and families	Because Camp 4 Champs provides services for children, the website should use age-appropriate transparency, avoid unnecessary tracking and avoid profiling children for advertising.

4.1 | pecr exceptions

Some storage/access technologies can be used without consent only where a PECR exception genuinely applies. The exceptions are narrow and purpose-specific. If the use goes beyond the exception, consent is required.

EXCEPTION	WHEN IT MAY APPLY
Communication	Solely necessary to transmit a communication over an electronic communications network.
Strictly necessary	Essential to provide an online service requested by the user, such as remembering cookie preferences or maintaining security for a requested service.
Statistical purposes	Solely to collect information for statistical purposes about service use, with clear information and a simple, free way to object.
Appearance	Solely to adapt the appearance or functionality of the service to a user's preference, with clear information and a simple, free way to object.
Emergency assistance	Solely to identify a device's location to provide emergency assistance.

5 | current website audit summary

The following site-specific findings were recorded from the current project files:

- The live cookie preference cookie is named c4c_cookie_preferences. It stores the chosen categories, consent version, update time and source of the choice for up to 180 days.
- The consent centre offers Strictly Necessary, Website Analytics, Marketing and Enquiry Tracking, and Embedded Media and Maps categories.
- The tracking framework supports GA4, Google Tag Manager, Microsoft Clarity, Google Ads, Meta Pixel and LinkedIn Insight, but all related IDs are currently blank, so those optional providers do not load.
- Tracking events are designed to record page, navigation, booking link, parent-login link, file download, form submit and video events only after the relevant optional consent and provider setup are present. Form tracking does not capture form field values, child details or private message content.
- Google Maps iframes are currently embedded on venue pages for Billericay, Warlingham, Southend-on-Sea, Braintree, Ockendon and Ware.
- Booking and parent-login buttons link to Active Network services on campscui.active.com and campself.active.com. Those external services may use their own cookies after the user leaves the Camp 4 Champs website.
- Several policy pages load Tailwind from cdn.tailwindcss.com as a third-party script resource. This is a website asset request rather than an analytics cookie, but it is included here for transparency.
- The Facebook link is an ordinary external social link. Camp 4 Champs does not currently embed a Facebook/Meta pixel or social widget because the Meta Pixel ID is blank.

6 | types of cookies and similar technologies

CATEGORY	PURPOSE	CURRENT CONSENT POSITION
Strictly necessary	Preference storage, core website behaviour, security and accessibility support.	Active. No optional consent required where genuinely necessary.
Analytics/performance	Understanding aggregate visits, journeys, downloads and form submissions.	Supported but not currently active. Requires analytics consent before provider scripts load.
Marketing/conversion	Campaign measurement, adverts, retargeting or audience creation.	Supported but not currently active. Requires marketing consent before provider scripts load.
Embedded media/maps	Loading embedded third-party content such as Google Maps.	Google Maps embeds are active on venue pages. Any non-essential storage/access by embedded providers should be controlled, clearly explained or moved behind a click-to-load step where appropriate.
External booking/payment/login	Booking, payment and parent account journeys through Active Network.	User-initiated external services. Active Network's own cookie/privacy terms apply after click-through.
CDN/script resources	Loading page styling/script resources such as Tailwind CDN on policy pages.	Active resource request. Not used by Camp 4 Champs as an analytics cookie.

7 | cookie and tracking register

COOKIE / TECHNOLOGY	PURPOSE	CATEGORY	DURATION / NOTES
c4c_cookie_preferences Camp 4 Champs / website	Stores cookie choices for necessary, analytics, marketing and embedded categories, plus consent version, update time and choice source.	Strictly necessary First-party	Up to 180 days. SameSite=Lax. Required to remember the user's preference.

COOKIE / TECHNOLOGY	PURPOSE	CATEGORY	DURATION / NOTES
Consent centre runtime settings Camp 4 Champs / website	Applies the selected categories on the page and activates consent-marked scripts when permitted.	Strictly necessary First-party	Session/runtime only. Does not store extra persistent values beyond the preference cookie.
GA4 / Google Tag Manager Google	Optional analytics and tag management. Currently not active because GOOGLE_ANALYTICS_ID and GOOGLE_TAG_MANAGER_ID are blank.	Analytics Consent required before activation	Provider-specific. Update this register with exact cookie names/durations before enabling.
Microsoft Clarity Microsoft	Optional heatmap/session insight tool. Currently not active because MICROSOFT_CLARITY_ID is blank.	Analytics Consent required before activation	Provider-specific. Update this register before enabling.
Google Ads / Meta Pixel / LinkedIn Insight Google, Meta, LinkedIn	Optional conversion measurement, remarketing or ad audience tools. Currently not active because all marketing IDs are blank.	Marketing Consent required before activation	Provider-specific. Update this register before enabling any marketing pixels.
Google Maps embeds Google	Displays venue maps and directions on venue pages.	Embedded/functional third-party	Loaded from google.com/maps on venue pages. Google may use its own cookies or similar technologies depending on browser/account settings.
Active Network booking and parent login Active Network	External booking, payment, availability and parent account management journeys.	External service User-initiated	No Active Network cookie is set by Camp 4 Champs before click-through. Active's own cookie/privacy policy applies on its site.
Tailwind CDN cdn.tailwindcss.com	Loads styling support on policy pages.	Functional resource request	No Camp 4 Champs tracking cookie. The CDN provider may receive technical request data such as IP address and browser details.
Facebook external link Meta/Facebook	Provides a link to the Camp 4 Champs Facebook page.	External social link	No Facebook cookie is set by Camp 4 Champs before the link is clicked. Facebook's own terms apply after click-through.

8 | consent, preferences and withdrawal

When a user first visits the website, Camp 4 Champs displays a cookie banner and preference centre before optional analytics or marketing provider scripts are loaded. The banner provides Reject all, Manage choices and Accept all options. The reject option should be presented as clearly and accessibly as the accept option.

- Strictly necessary cookies are always on because the website needs them to work and to remember cookie settings.
- Analytics, marketing and embedded categories default to off unless the user accepts them or saves them as enabled, unless a documented PECR exception is being relied on.
- Consent choices should be granular by purpose so users can make separate choices for analytics, marketing and embedded-content technologies.
- Any third party relying on consent should be clearly identified before consent is requested, together with the purpose of the storage/access technology.
- The Cookie Settings button is added to the website footer so users can reopen the preference centre.
- Changing or withdrawing consent updates the c4c_cookie_preferences cookie and optional category state.
- If optional providers are enabled later, the cookie register, third-party identities, cookie durations and consent-centre wording should be updated before the IDs go live.

9 | third-party services and safeguarding context

Camp 4 Champs may use third-party providers for hosting, website security, enquiry forms, booking systems, payment processing, maps, analytics, communications or campaign measurement. Camp 4 Champs remains responsible for understanding third-party technologies used on its own website, explaining them clearly and ensuring they are not used for non-exempt purposes before valid consent is obtained.

SAFEGUARDING CONTEXT

Because Camp 4 Champs provides services involving children, the website should avoid unnecessary tracking of children, avoid profiling children for advertising purposes, and make privacy information understandable for parents and carers.

10 | managing cookies in browsers and devices

Users can usually manage cookies through browser settings, device settings and privacy controls. Blocking all cookies may affect some website functions, including forms, booking journeys, session security or preference storage.

CONTROL	WHAT USERS CAN DO
Website settings	Use the Cookie Settings button in the website footer to change optional choices.
Browser settings	Clear, block or limit cookies through the browser privacy menu.
Device settings	Use device-level advertising, privacy or tracking controls where available.
Third-party platforms	Manage preferences directly with analytics, advertising, map, booking, video or social platforms where they provide controls.

11 | data protection rights and privacy information

Where cookies or similar technologies involve personal data, individuals may have rights under UK data protection law, including rights of access, correction, erasure, restriction, objection and complaint. These rights are explained in the Camp 4 Champs Privacy & Data Policy.

Data protection or cookie-related enquiries should be sent to hello@camp4champs.co.uk or raised by telephone on 020 8103 0101.

12 | review and governance

This policy should be reviewed annually, or sooner if the website changes, new cookies or suppliers are introduced, cookie-banner functionality changes, laws or guidance change, or a website audit identifies a need for improvement.

GOVERNANCE ITEM	DETAILS
Owner	Directors / data protection lead
Approval	Directors (DSL & DDSL)
Issue date	01 June 2026
Next review	1 May 2027

13 | implementation checklist

Before publication and whenever the site changes, Camp 4 Champs should complete the following checks:

- Run a live cookie scan on www.camp4champs.co.uk, including venue pages with Google Maps and connected booking/payment journeys.
- Confirm every active cookie name, provider, purpose, category and duration.
- Record whether each technology is strictly necessary, covered by another PECR exception, or consent-based.
- Where relying on the statistical purposes or appearance exceptions, provide clear information and a simple, free way for users to object.
- Name every third party that stores or accesses information, or receives information from storage/access technologies, before requesting consent.
- Update the cookie preference centre wording so it reflects active Google Maps embeds and any future analytics/marketing providers.
- Consider using a click-to-load or consent-gated approach for embedded Google Maps if non-essential storage/access is confirmed.
- Keep GA4, GTM, Clarity, Google Ads, Meta Pixel and LinkedIn Insight IDs blank until the platform is ready and the policy/consent notice has been updated.
- Test Reject all, Manage choices and Accept all after every tracking or cookie banner change.
- Update this policy whenever cookies, suppliers or purposes change.

14 | suggested banner wording

SUGGESTED WORDING

We use necessary cookies and similar technologies to make our website work, keep it secure and remember your choices. With your permission, we may also use optional analytics, marketing and embedded-content technologies. You can reject all optional technologies, accept all optional technologies or manage your choices at any time.

Suggested buttons: Reject all | Manage choices | Accept all

15 | references

- ICO: Guidance on the use of storage and access technologies: <https://ico.org.uk/for-organisations/direct-marketing-and-privacy-and-electronic-communications/guidance-on-the-use-of-storage-and-access-technologies/>
- ICO: Cookies and similar technologies: <https://ico.org.uk/for-organisations/direct-marketing-and-privacy-and-electronic-communications/guide-to-pecr/cookies-and-similar-technologies/>
- ICO: What is valid consent? <https://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/lawful-basis/consent/what-is-valid-consent/>
- ICO: Children and the UK GDPR: <https://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/childrens-information/children-and-the-uk-gdpr/>
- Camp 4 Champs website audit files: [assets/scripts/main.js](#), [assets/scripts/seo-tracking-config.js](#), [assets/scripts/tracking.js](#) and venue page Google Maps embeds reviewed for this update.

This policy has been prepared as a governance and publication document. It should not be treated as a substitute for legal advice.

– E N D O F P O L I C Y –