

Cookie Policy

Last updated: 11 June 2026

1. About this policy

This Cookie Policy explains how **Tek-Tanks Ltd** ('we', 'us', 'our') uses cookies and similar technologies on our website at <https://www.tek-tanks.com> (the 'Site'). It should be read alongside our Privacy Policy.

We are:

Tek-Tanks Ltd

The Old Stables, West End Farm, Upper Froyle, Alton, Hampshire, GU34 4JR,
England Company Registration No: 3857992 | VAT Registration No: 744959483
Tel: +44 (0)1420 520830 | Email: sales@tek-tanks.com

We are the 'data controller' responsible for the personal data processed through cookies on this Site.

2. What are cookies?

Cookies are small text files placed on your device (computer, tablet or phone) when you visit a website. They are widely used to make websites work, to make them work more efficiently, and to provide information to the site owners. Similar technologies (such as pixels, tags, local storage and software development kits) perform comparable functions, and where we refer to 'cookies' in this policy we mean all of these.

Cookies can be:

- **First-party cookies** - set by Tek-Tanks Ltd directly.
- **Third-party cookies** - set by another organisation whose services we use (for example, Google).
- **Session cookies** - temporary cookies deleted when you close your browser.
- **Persistent cookies** - cookies that remain on your device for a set period or until you delete them.

3. Your consent and the legal basis we rely on

Under UK law - the UK General Data Protection Regulation (UK GDPR) and the Privacy and Electronic Communications Regulations (PECR), regulated by the Information Commissioner's Office (ICO) - we may only place cookies on your device that are **strictly necessary** to provide a service you have requested without your consent.

For **all other cookies** (analytics, functional/preference and marketing/advertising cookies), we ask for your **consent before they are set**. You give this consent through our cookie consent banner, which appears when you first visit the Site. You can accept all cookies, reject all non essential cookies, or choose which categories to allow. You can change or withdraw your consent at any time (see Section 7).

Until you make a choice, non-essential cookies remain disabled.

Google Consent Mode v2

Where we use Google services (such as Google Analytics and Google Ads), we operate

Google Consent Mode (v2). This means that before you give consent, Google's tags are loaded in a restricted state that does not read or write advertising or analytics cookies. Your choices on our consent banner update the following Google consent signals:

analytics_storage	Storage and cookies used for analytics (e.g. visit duration, pages viewed).
ad_storage	Storage and cookies used for advertising.
ad_user_data	Whether user data may be sent to Google for advertising purposes.
ad_personalization	Whether your data may be used for personalised advertising/remarketing.

By default, all four signals are set to **'denied'** for visitors in the UK and the European Economic Area until you choose to allow them.

4. Categories of cookies we use

We group cookies into four categories. The tables below list the cookies typically set on this Site. Because cookies can change as we update the Site and the services we use, the exact list shown in our consent banner's preference centre is the authoritative, live record.

4.1 Strictly necessary cookies (always on)

These cookies are essential for the Site to function - for example, to operate the online shop, remember items in your basket, keep you logged in to your account, and keep the Site secure. They cannot be switched off in our systems.

woocommerce_cart_hash	Tek-Tanks (WooCommerce)	Helps the shop know when basket contents change.	Session
woocommerce_items_in_cart	Tek-Tanks (WooCommerce)	Tracks the number of items in your basket.	Session
wp_woocommerce_session_*	Tek-Tanks (WooCommerce)	Holds a unique code for your basket/session so checkout works.	2 days
wordpress_logged_in_*	Tek-Tanks (WordPress)	Authenticates and keeps you logged in to your account.	Session / 14 days
wp-settings-*	Tek-Tanks (WordPress)	Remembers admin/display preferences for logged-in users.	1 year
PHPSESSID	Tek-Tanks (server)	Maintains your session state on the server.	Session
Consent record cookie	Tek-Tanks (consent tool)	Stores your cookie consent choices so we don't ask again on every page.	6-12 months

4.2 Functional / preference cookies

These cookies enable enhanced functionality and personalisation, such as remembering your language selection. If you do not allow them, some features may not work as intended.

googtrans	Translation widget	Remembers the language you have selected for the Site.	Session / 1 year

4.3 Analytics / performance cookies

These cookies help us understand how visitors use the Site (which pages are visited, how long people stay, and whether they encounter errors) so we can improve it. The information is aggregated and, where possible, does not directly identify you.

_ga	Google Analytics	Distinguishes unique users.	2 years
ga*	Google Analytics (GA4)	Maintains session state for GA4 measurement.	2 years
_gid	Google Analytics	Distinguishes users (short term).	24 hours

4.4 Marketing / advertising cookies

These cookies are used to deliver and measure advertising and to build a profile of your interests so adverts may be more relevant to you (for example, on Google and partner sites). They may be set through Google Ads.

_gcl_au	Google Ads (Conversion Linker)	Measures ad conversions and links visits to ad clicks.	90 days
IDE	Google DoubleClick	Used to deliver and measure advertising and remarketing.	Up to 13 months
NID / test_cookie	Google	Stores preferences and checks whether the browser supports cookies for ad delivery.	6 months / short

Please note: Cookie names, providers and durations are examples reflecting the services this Site uses. The live consent banner displays the precise current list.

5. Third-party cookies and services

Some cookies are set by third parties that provide services on our Site. These organisations are responsible for their own use of cookies under their own privacy/cookie policies, including:

- **Google** (Analytics, Ads) - see Google's [Privacy Policy](#) and [how Google uses cookies](#).
- Embedded content such as Google Maps and YouTube videos may set their own cookies when you interact with them.

We do not control the setting of third-party cookies, so we recommend you review the relevant third party's own policies.

6. We do not sell your data

We do not sell your personal data. Marketing cookies are only used to support our own advertising activities and the measurement of those activities.

7. How to manage or withdraw your consent

You are in control of your cookie choices:

- **On our Site:** click the 'Cookie settings' / 'Manage consent' link (available in the

banner and in the website footer) to review categories and change your choices at any time.

• **In your browser:** most browsers let you block or delete cookies through their settings. Useful guides:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Microsoft Edge](#)
- [Apple Safari](#)

Please note that blocking strictly necessary cookies may stop parts of the Site (such as the basket and checkout) from working.

8. Changes to this policy

We may update this Cookie Policy from time to time to reflect changes in the cookies we use or for legal, operational or regulatory reasons. The 'Last updated' date at the top shows when it was last revised. Please check back periodically.

9. Contact us and your right to complain

If you have any questions about this Cookie Policy or how we use cookies, please contact us at sales@tek-tanks.com or **+44 (0)1420 520830**.

If you are not satisfied with how we handle your data, you have the right to complain to the UK's data protection regulator, the Information Commissioner's Office (ICO), at <https://ico.org.uk> or 0303 123 1113.