

Northwind Coffee — Fresh roasted beans

http://northwind.localhost:8765/site.html

Audited September 29, 2026 at 03:09 PM
Consent banner OneTrust
Visitor choice Rejected ("Reject all") at 26.1 s
Starting state Fresh visit (site cookies and storage cleared)

Summary

5

CRITICAL

Ad pixels, session recorders, fingerprinting

1

WARNING

Analytics, tag managers, widgets

0

PASS

Consent-gated or cookieless

Findings

Severity	Tracker	What happened	First seen	Req.
CRITICAL	Meta Pixel events Advertising pixel	Fired before the visitor gave consent https://www.facebook.com/tr?id=0&ev=PageView&noscript=1	50 ms Before consent	1
CRITICAL	Microsoft Ads UET Advertising pixel	Fired after the visitor rejected consent https://bat.bing.com/action/0?ti=0&evt=pageLoad	26.4 s After reject	1
CRITICAL	TikTok Pixel Advertising pixel	Fired after the visitor rejected consent https://analytics.tiktok.com/api/v2/pixel?event=Pageview	26.4 s After reject	1
CRITICAL	_fbp cookie Tracking cookie	Set before the visitor gave consent	Before consent	—
CRITICAL	_uetid cookie Tracking cookie	Set after the visitor rejected consent	After reject	—
WARNING	Google Tag Manager Tag manager	Fired before the visitor gave consent https://www.googletagmanager.com/gtag/js?id=G-OPTSNAPO	23 ms Before consent	1

Recommended actions

- Honour "Reject" choices**
Some trackers fired after the visitor rejected consent. Verify the CMP integration actually blocks tags on rejection, not just hides the banner.
- Gate advertising pixels behind consent**
Load Meta, Google Ads, TikTok, LinkedIn and similar tags only after the visitor opts in to marketing cookies. In a tag manager, add a consent trigger or blocking condition to every ad tag.
- Configure Google Consent Mode v2**
Set default consent to "denied" for ad_storage, analytics_storage, ad_user_data and ad_personalization before any Google tag loads, and update it from the CMP when the visitor chooses.

4 Respect consent in analytics

Hold analytics until consent, or switch to a cookieless configuration where your legal basis allows it. Most analytics SDKs offer an opt-out-by-default mode.

5 Stop setting tracking cookies before consent

Tracking cookies were written before the visitor chose. These are usually set by the tags above; fixing the tag triggers typically removes them too.

6 Re-audit after every marketing release

New tags are often added outside engineering review. Re-run this audit after tag manager publishes and site releases.

Need help fixing these issues? Brightline Digital can help.

<https://brightline.example>