

POLICY

Cookie Policy

How START UP Firefighter Performance uses cookies and similar technologies on
firefighterperformance.co.uk

Version: 1.1

Effective date: 3 August 2026

Contact: startup@firefighterperformance.co.uk

At a glance

This version replaces Cookie Policy Version 1.0. It reflects the live Usercentrics for Wix consent platform, the current Wix and Google configuration, the intended activation of Google AdSense Auto Ads, and the continued use of the Trustmary review widget. References to services not used by the website have been removed.

This is the public policy for website visitors. A separate internal Cookie Consent Management Policy governs how consent controls are administered and reviewed..

1. Your choice comes first

Only cookies and similar technologies that are essential to operate and protect the website are used before you make a choice. Analytics and Advertising services are held back unless you consent through the Usercentrics banner.

- **Choose Accept All** to allow every optional category.
- **Choose the banner's reject-all option** to refuse all optional categories.
- **Choose Settings** to allow or refuse Analytics, Advertising and any available Functional services separately.
- Use the permanent privacy or cookie-settings trigger on the website to change or withdraw your choice at any time.

- Optional categories are not pre-selected. Refusing optional technologies does not prevent access to the core website, although an optional feature, review widget or advert may not load.

1.1 Current service map

Category	Service	Purpose	When used
Essential	Wix CMS, core Wix services and Usercentrics for Wix	Security, page delivery, fraud prevention, session stability, consent collection and consent preference storage.	Always active where technically necessary.
Analytics	Google Analytics and Trustmary widget analytics	Understand website use and anonymous interaction with the review widget.	Only after Analytics consent.
Advertising	Google Tag Services and Google AdSense Auto Ads	Deliver and measure advertising and, where Google is permitted to do so, personalise advertising.	Only after Advertising consent.
Functional	No separate functional service declared at the scan date	Optional features may be placed in this category if the website changes.	Only after Functional consent, if a service is added.

2. Who we are and what this policy covers

START UP Firefighter Performance is operated by Jack Burman as a sole trader. In this policy, "we", "us" and "our" mean START UP Firefighter Performance.

This policy applies to firefighterperformance.co.uk and explains how that website uses cookies and similar technologies. It should be read with our Privacy Policy, which explains the wider handling of personal data.

Questions about this policy may be sent to startup@firefighterperformance.co.uk.

2.1 What cookies and similar technologies are

A cookie is a small text file stored by a browser. Similar technologies include local storage, pixels, tags, scripts and device identifiers. They can remember a preference, keep a service secure, measure use or support advertising.

A cookie may be set by us or by the platform that operates the website (a first-party cookie). A service embedded on the website may also set or read information from another domain (a third-party technology). Session cookies normally expire when the browser session ends. Persistent cookies remain until their stated expiry or until they are deleted.

3. How consent works

The website uses Usercentrics for Wix as its consent management platform. Usercentrics presents the banner, records the choice made and sends consent signals to connected services. It manages services and categories rather than asking visitors to approve every individual cookie one by one.

Essential technologies do not rely on consent because they are needed to provide a service you request, transmit communications, keep the website secure or remember the consent choice itself. All other categories are optional and operate only after the relevant consent has been given.

Consent is specific to the selected categories and may be withdrawn as easily as it was given. If we add a materially different purpose or service that is not covered by the existing choice, we will ask again where required.

3.1 Live details take priority for the current device

The Usercentrics settings panel shows the services currently declared to the banner and the available category controls. Because service code and provider-controlled storage can change, the live panel is the best place to check the exact services presented on the device at that time. This policy provides the supporting explanation and the verified inventory at its effective date.

3.2 Categories

Category	What it covers	Consent position
Essential	Core delivery, security, fraud prevention, system stability and consent preference storage.	Always active only where necessary.
Functional	Optional features or preferences that improve the experience but are not required for the core site.	Off unless Functional consent is given.
Analytics	Measurement of website use and anonymous widget interaction.	Off unless Analytics consent is given.
Advertising	Ad delivery, advertising measurement and potential personalisation by advertising providers.	Off unless Advertising consent is given.

4. Current technology inventory

This inventory is based on the live configuration and a Usercentrics scan completed on 3 August 2026. The scan grouped Wix CMS, Usercentrics for Wix and Google Tag Services as the main declared components. It also detected supporting requests generated by Google advertising, Google Analytics, Trustmary, Wix and web-font delivery.

A scanner may list many individual script, font, image or network URLs. Those are technical resources used by a smaller number of services; they are not 155 separate cookie providers. The register below therefore identifies services and meaningful storage items rather than reproducing every request URL.

Service	Provider	Category	Status at effective date
Wix CMS and core site services	Wix.com Ltd and group companies	Essential	Active where necessary.
Usercentrics for Wix	Usercentrics GmbH / Wix integration	Essential	Live consent platform and preference trigger.
Google Analytics	Google	Analytics	Connected; operates only after Analytics consent.
Trustmary review widget	Trustmary	Analytics	Retained and classified as Analytics.
Google Tag Services and AdSense Auto Ads	Google	Advertising	Advertising classification; adverts may not appear on every page or visit.

5. Essential cookies and storage

Wix states that the essential cookies below may be placed on Wix websites. The exact subset can vary with the pages, products and features in use. These items support security, delivery and core operation and cannot be switched off through the optional category controls.

Name	Purpose	Typical duration
XSRF-TOKEN	Helps detect cross-site request forgery and fraud.	Session
hs	Security for legacy Wix Hive services.	Session

svSession	Security, stability and core website functions.	12 months
SSR-caching	Supports page rendering and performance.	24 hours
TS*	Helps detect attacks and protect the service.	Session
bSession	Measures the effectiveness of the Wix system.	24 hours
fedops.logger.sessionId	Helps monitor resilience and identify errors.	12 months
_wixAB3 *	Supports controlled Wix platform experiments.	6 months
server-session-bind	Protects Wix APIs and binds server sessions.	Session
client-session-bind	Protects Wix APIs and binds client sessions.	Session
oAuthState	Supports identification during an authentication session.	Session
wixSession	Security, stability and core website functions.	12 months
sec-fetch-unsupported	Supports security where a browser lacks certain fetch metadata.	Session

5.1 Usercentrics consent storage

Usercentrics uses essential browser storage to present the consent interface, record the selected categories and remember the choice. The exact key names and retention shown by the active integration may change with the Usercentrics/Wix version. Current details are available through the permanent privacy trigger and the live service information in Cookie Settings.

6. Optional analytics and advertising

6.1 Google Analytics - Analytics

Google Analytics helps us understand how visitors use the website, such as pages viewed and interactions. The Google Analytics custom code is assigned to the Analytics category. It must not operate unless Analytics consent has been given.

Cookie or technology	Purpose	Typical duration
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_ga	Distinguishes website users for Google Analytics measurement.	2 years
ga*	Persists session state for the relevant Google Analytics property.	2 years
Google Analytics requests and identifiers	Sends measurement events to Google Analytics after consent.	Varies by request and configuration

6.2 Trustmary review widget - Analytics

Trustmary displays reviews and testimonials. Trustmary states that its widgets use cookies for anonymous analytics on the customer website and do not use those cookies to track visitors elsewhere online. For this website, Trustmary is therefore treated as Analytics and loads only after Analytics consent.

Trustmary controls the exact widget cookie names and retention. Current details are shown in the Trustmary service entry presented by Usercentrics. If Trustmary materially changes how the widget operates, we will review the category and this policy.

6.3 Google AdSense Auto Ads - Advertising

Google AdSense Auto Ads is intended to display advertising on the website. The Google advertising code and Google Tag Services are assigned to the Advertising category. They should operate only after Advertising consent. An advert may not appear on every page or visit even when consent has been given.

Google may use the consent signal, page context, device information and advertising technologies to deliver and measure adverts. Depending on Google settings, applicable law and the visitor's choices, Google may serve personalised or non-personalised adverts. We do not select a visitor's individual advertising profile.

Cookie or technology	Purpose	Typical duration
_gads	Supports delivery and measurement of Google advertising on non-Google sites.	13 months
IDE or id	Supports advertising delivery and, where permitted, ad personalisation on non-Google sites.	13 months in the UK/EEA

DSID	Links a signed-in Google user's ad personalisation setting across devices.	2 weeks
gac*	Links Google Analytics and advertising campaign information.	90 days
gcl*	Measures advertising and campaign conversions.	90 days
Auto Ads scripts, pixels and local storage	Requests, delivers, protects and measures adverts; may include traffic-quality checks.	Varies by technology and Google configuration

The names actually placed can vary by browser, device, account status, consent and Google product changes. The table identifies principal Google technologies relevant to this setup; it is not a promise that every listed item will be placed on every visit.

7. Supporting resources and third parties

The scan detected supporting resources such as Google-hosted fonts and images, Google advertising scripts, Wix/Parastorage resources and Trustmary assets. Loading a resource normally discloses technical connection information to its host, such as the IP address, browser information, requested URL and timestamp. Where a resource belongs to an optional service, it should follow that service's consent category.

Provider	Role on this website	Where to learn more
Wix	Hosts and operates the website platform and its essential services.	Wix Privacy Policy and Wix cookie information.
Usercentrics	Provides the consent interface, preference record and service controls through the Wix integration.	Usercentrics privacy and consent information.
Google	Provides Analytics, the Google tag, AdSense Auto Ads, advertising measurement and supporting resources.	Google Privacy Policy and Google cookie information.
Trustmary	Provides the review/testimonial widget and its anonymous widget analytics.	Trustmary privacy information and widget-cookie guidance.

7.1 International processing

Some providers operate internationally and may process technical or consent-related information outside the United Kingdom. Their privacy information explains where they process information and the safeguards they use. We review the services we choose and rely on the contractual and legal transfer safeguards made available by the relevant provider where required.

7.2 Google's advertising consent requirements

Google requires publishers using certain Google advertising products in the United Kingdom and European Economic Area to use a Google-certified consent management platform that supports the IAB Transparency and Consent Framework when serving adverts. Usercentrics is the consent interface used on this website.

8. How to change your choice

You can revisit Cookie Settings at any time using the permanent privacy or cookie-settings trigger displayed on the website. You can then change individual optional categories, reject all optional categories or give consent again.

- A withdrawal applies from that point forward. It does not make earlier processing unlawful where valid consent existed at the time.
- Withdrawing consent stops the relevant service from being used on later page loads, subject to the technical operation of the browser and platform.
- Previously stored cookies may remain until they expire unless you delete them through the browser or device settings.
- Browser controls can block or delete cookies, but they do not replace the consent choice recorded by the website. Blocking all cookies may affect essential website functions.

8.1 Do Not Track and browser privacy signals

Browsers and extensions may send privacy signals or block third-party storage. The website's primary consent control is the Usercentrics banner and permanent settings trigger. We will review support for additional recognised signals as our platform and applicable guidance develop.

8.2 Complaints and questions

Please contact us first at startup@firefighterperformance.co.uk if you have a question or concern about website storage or consent. You may also complain to the UK Information Commissioner's Office (ICO) if you are unhappy with how your data-protection concern has been handled.

9. Changes, review and document control

We will review this policy whenever the website's technologies, providers, purposes or consent configuration materially change and at least once every 12 months. We may update the policy sooner to correct an error, respond to provider changes or reflect changes in law or regulatory guidance.

Document field	Current value
Policy owner	Jack Burman, sole trader trading as START UP Firefighter Performance
Version	1.1
Effective and last updated	3 August 2026
Next scheduled review	3 August 2027, or earlier if technologies or purposes change
Supersedes	Cookie Policy Version 1.0 dated 3 August 2026

Authoritative information

The following sources support the legal and technical descriptions in this policy. Provider documentation may change after the effective date.

- [ICO: Guidance on storage and access technologies](#)
- [Wix: Cookies and your Wix site](#)
- [Wix: Displaying a cookie banner](#)
- [Usercentrics: How the CMP manages services and consent](#)
- [Google: How Google uses cookies](#)
- [Google: Google Analytics cookie details](#)
- [Google: How AdSense uses cookies](#)
- [Trustmary: Widget privacy and cookie information](#)