

Cookie Notice

Document type

	Website cookie notice
Language	English
Organisation	DKS Consulting GmbH
Primary contact	Rudolf-Diesel-Strasse 28, 68169 Mannheim, Germany info@dks-consulting.de

1. Positioning of this notice	This Cookie Notice explains, in practical terms, which categories of cookies and similar technologies DKS uses or may activate on its website, why they are used, on which legal basis they operate, how long they remain active and how users can control them. It should be read together with the Privacy Notice, but it must stand on its own.
2. What qualifies as a cookie or similar technology	The wording should cover HTTP cookies, local storage objects, session identifiers, analytics tags, pixel technologies, consent-management records and security-related storage that support the website. This broader definition reflects how reference pages describe the modern tracking stack instead of speaking only about classic cookies.
3. DKS cookie groups	<ul style="list-style-type: none">- strictly necessary cookies- functional or preference cookies- analytics and performance cookies- embedded media and third-party service cookies- marketing or advertising cookies, only if ever activated

4. Strictly necessary cookies	<p>These should be described as always-on where they are genuinely necessary for the website to function, for example for consent state, language state, security balancing, form protection, load management or authenticated administration sessions. The wording should make clear that these technologies are not used for unrelated profiling and that without them the website or specific requested functions may not work correctly.</p>
5. Functional cookies	<p>These may remember language, region, dismissed interface states or user preferences requested by the visitor. They should not be silently bundled into analytics. If DKS does not currently use them, the notice may state 'not currently active' while still preserving the category structure for future clarity.</p>
6. Analytics and performance cookies	<p>This section should explain that analytics help DKS understand page usage, navigation paths, content effectiveness, browser or device trends and error patterns so the site can be improved. The language should clearly say that analytics technologies are only activated where the legal basis requires consent and that refusal should not block access to the main site. If no analytics are active yet, say so explicitly.</p>
7. Third-party content and integrations	<ul style="list-style-type: none"> - embedded videos may set cookies before or after playback depending on provider configuration - maps, social feeds or external fonts may create additional requests or identifiers - booking, webinar, CRM or newsletter widgets may set provider-side cookies under their own privacy logic - where third-party content is optional, DKS should prefer consent-aware loading
8. Retention and expiration wording	<p>The document should separate session cookies from persistent cookies. Session cookies usually expire when the browser closes. Persistent cookies remain for a defined period or until deletion. Where a consent platform offers a detailed cookie declaration, the notice should reference it and keep it synchronised with the live site rather than publishing a static list that becomes inaccurate.</p>
9. Legal basis wording	<ul style="list-style-type: none"> - strictly necessary technologies: legitimate interests and, where applicable, the legal necessity to provide the requested digital service - optional analytics, embedded media or marketing technologies: consent before activation - proof of consent or refusal: retained as needed for accountability and audit trail

10. User control	<ul style="list-style-type: none"> - accept or reject optional cookies through the banner - reopen consent choices through a persistent footer link such as 'Cookie Settings' - delete cookies in the browser - block categories in the browser, understanding that some site functions may be degraded - use provider opt-out tools where available
11. Transparent operational statement for DKS	<p>To stay credible, DKS should explicitly say whether marketing cookies are not in use, whether analytics is pending activation, and whether any third-party embeds are blocked until consent. Specificity matters more than sounding broad. Users should understand what actually happens on the site today, not just what could happen in theory.</p>
12. Contact and update cycle	<p>Questions about cookies should go to privacy@dks-consulting.de or info@dks-consulting.de. The notice should carry a last-updated date and be reviewed whenever a plugin, analytics tag, video provider, CRM form, consent banner or advertising integration changes.</p>