# Entrymaster Cookie Policy

Version 2.0 | October 2026 |

This policy covers cookies and similar technologies on the Entrymaster website and organiser booking pages.

## Essential technologies

Entrymaster uses essential cookies, session identifiers and similar technologies to keep you securely logged in, maintain navigation between pages, remember booking selections and form progress, connect actions to the correct account or order, support checkout and security, and remember cookie choices.

These technologies do not require cookie consent where they are strictly necessary to provide the service you request. Blocking them may prevent parts of the service from working. Some identifiers are encoded references; encoding does not necessarily make them anonymous.

## Google Analytics

With your consent, we use Google Analytics to understand use of our website and booking pages and identify improvements. Depending on the configured features it processes information about page visits and interactions, referral sources, device/browser types, approximate location and online identifiers.

We do not configure Analytics to receive names, email addresses or information entered into booking forms. We exclude identifying booking/profile references and sensitive information from measurement URLs and events. Analytics is optional: rejecting it does not prevent bookings or account access. This agreed setup is for analytics, not Google advertising or remarketing.

## Google Tag Manager

We use Google Tag Manager to manage deployment of tags, including Google Analytics. Analytics tags activate only after consent. Tag Manager is a deployment tool, not a separate customer-choice category. Tags for a new optional purpose must not be activated under an unrelated analytics choice.

## Your choices

Use the pop-up to accept or reject analytics or open Cookie settings. You can change your choice at any time using the Cookie settings link. No action, scrolling or closing the pop-up does not count as acceptance.

If you withdraw consent, further analytics collection stops on that browser and removable analytics cookies are cleared. Withdrawal does not affect processing before withdrawal. Choices normally apply to the browser and device used; changing devices/browsers or clearing stored choices may cause the pop-up to appear again.

Browser settings also allow restrictions or deletion of stored cookies. Blocking essential technologies may affect the service. Cookie choices are separate from profile marketing-email choices.

## Cookie details and personal information

The Cookie settings panel provides the actual cookie or storage names, providers, purposes and durations used by this installation. Session technologies generally support the current visit; persistent technologies remain until the stated expiry or earlier deletion. Do not assume every cookie disappears when the browser closes.

Google's privacy information is available at https://policies.google.com/privacy and its partner-services explanation at https://policies.google.com/technologies/partner-sites. Our Privacy Policy explains personal-information use, international processing and rights. Google processing is not necessarily confined to our UK platform-hosting location.

## Contact and updates

Entrymaster Limited, 1 Mill Lane, Holmes Chapel, Crewe, Cheshire, CW4 8AT. Email: support@entrymaster.co.uk.

We will update this policy if our technology or purposes change and provide any additional choices needed before introducing consent-required processing.

## Cookie pop up text

**Your cookie choices**

We use essential cookies and similar technologies to keep Entrymaster secure and enable login, navigation and bookings.

With your permission, we also use Google Analytics to understand how our website and booking pages are used and improve our services. Google Tag Manager manages these tools.

You can use the service without accepting analytics. Change your choice at any time through Cookie settings.

Buttons: **Accept analytics** | **Reject analytics** | **Cookie settings**

Links: **Cookie policy** | **Privacy policy**

## Settings panel text

**Essential — always active:** Required for secure login, navigation, booking progress, checkout, security and remembering cookie choices.

**Analytics — off until accepted:** Google Analytics helps us understand visits and use of our website and booking pages so we can improve them. Google Tag Manager deploys these tags.

Button: **Save preferences**

Provide an accessible cookie-details list with actual names, providers, purposes and expiry periods. Give acceptance and rejection equal prominence. Keep a persistent Cookie settings link on covered pages.