

example.co.uk

SUMMARY

2 CRITICAL

3 WARNING

1 PASS

When we visited example.co.uk, no cookie consent banner or option of any kind appeared. Despite that, tracking tools started sending data about the visit immediately. On example.co.uk, the Meta Pixel sent data before any consent banner had been interacted with. example.co.uk runs the Meta Pixel; server-side Conversions API can't be checked from a browser visit alone.

FINDINGS

CRITICAL

No consent option, but tracking is already running

Found	When we visited example.co.uk, no cookie consent banner or option of any kind appeared. Despite that, tracking tools started sending data about the visit immediately.
Costing you	Two separate costs: a compliance gap worth closing, and ad platforms increasingly built around genuine visitor consent.
Fix	Straightforward. Installing a proper consent banner is typically a same-day fix.

OBSERVED ON PAGE LOAD

+0.00s	Page load – example.co.uk/
+0.38s	Meta Pixel – connect.facebook.net/en_US/fbevents.js
+0.41s	Meta Pixel – www.facebook.com/tr
+0.64s	GA4/GTM – www.googletagmanager.com/gtag/js
–	No consent interaction detected

CRITICAL

Facebook told about visitors before they've agreed to anything

Found	On example.co.uk, the Meta Pixel sent data before any consent banner had been interacted with.
Costing you	A compliance gap and reduced ad delivery trust.
Fix	Straightforward Tag Manager trigger change.

WARNING

Server-side Meta tracking can't be confirmed either way

Found	example.co.uk runs the Meta Pixel; server-side Conversions API can't be checked from a browser visit alone.
Costing you	Nothing confirmed either way.
Fix	Optional, worth asking a developer.

PROSPECT INFORMATION

Business	Example Ltd
Website	example.co.uk
Contact email	hello@example.co.uk
Company number	09128441
Status	Active, Companies House
Scanned	2026-09-05 09:14 UTC

ALL CHECKS

CHECK	OBSERVED	RESULT
Consent mechanism present	none detected	Critical
Meta Pixel fires only after consent	fired before consent	Critical
Server-side Meta tracking (CAPI)	not verifiable from browser	Info
GA4 receiving events	tag present, no events observed	Warning
Google Ads conversion linker configured	_gcl_au cookie absent	Warning
Companies House match	09128441 – Active	Pass

Grading criteria are published in full at trackwatch.info/methodology.

SCOPE

One page load, observed passively. No forms submitted, no cookies set, no visitor data collected.