

ILLUSTRATIVE SAMPLE / FICTIONAL DATA

Example Shop - fictional 48-page paid example

A clear picture. A practical plan.

Example business only. Every result, page and number in this sample is fictional. It shows the format of the paid report; it is not a real audit.



Needs fixing

48 of 48 pages loaded

1 confirmed failures · 2 findings need review

6 check types not fully assessed

The score describes completed website checks. Untested checks and internal business processes are excluded. It is not a security rating or a guarantee of legal compliance.

WHY THIS MATTERS

These problems could put your organisation at risk.

We found faults in tracking controls or cookie information. Visitors may be tracked without a working choice. If these issues breach applicable rules, your organisation could face complaints, an investigation, required changes or fines.

Possible fines: the highest UK GDPR / PECR ceiling is £17.5 million or 4% of worldwide annual turnover, whichever is higher. The EU GDPR ceiling for the most serious infringements is €20 million or 4%, whichever is higher. These are maximums, not a predicted penalty for this website.

[ICO: PECR powers](#)

[ICO: UK GDPR fine limits](#)

[EDPB: EU GDPR fine limits](#)

Paid scope: up to 500 discoverable public pages on this website. Login-only pages, unreachable pages and undiscovered URLs are not included. This automated report does not include manual inspection or implementation.

YOUR GUIDE

Inside your report

Use the summary to decide what needs attention. Give the action plan and inventories to your developer. Keep the test record after the work.

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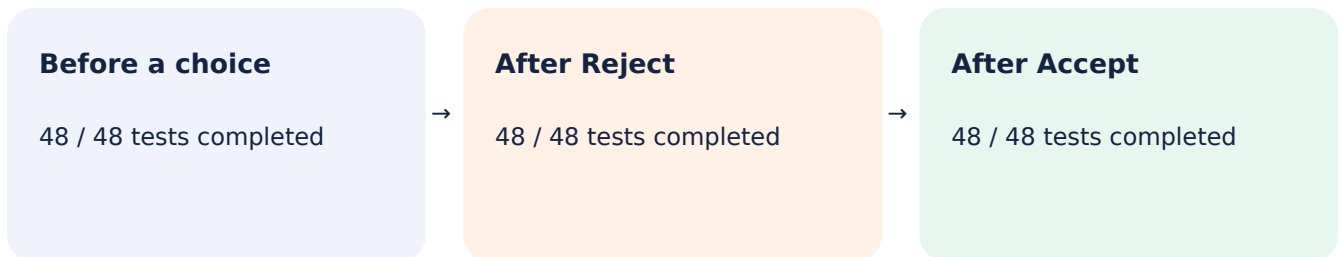
FREE sample scan: up to 2 pages. Paid report: up to 500 discoverable public pages, plus a structured action plan, inventories, security observations, policy signals and a full page register.

01 / FULL REPORT

Executive summary

What we tested

48 selected pages, with fresh browser sessions before consent, after rejection and after acceptance wherever the controls could be used.



These are separate visits, not one continuous journey. Changing an existing yes to a no needs its own verification.



Confirmed issues need fixing

What to do first

1. An advertising tool saved data after the visitor clicked Reject - confirmed failure.
2. We couldn't find cookie settings on 1 page - verify before changing.
3. Does the cookie policy match the website? - verify before changing.

How to read the labels

FAILED: the recorded behaviour met a failure condition. REVIEW: a concern needs context or verification. NOT TESTED: there is not enough evidence. PASSED: this specific check met its criteria during the observation window.

02 / FULL REPORT

Priority fixes & developer instructions

**FAILED CHECK - needs fixing**

1. An advertising tool saved data after the visitor clicked Reject

What we observed

An advertising tool saved data in the browser on 1 tested page.

Why this matters

Saving advertising data without valid permission may break UK cookie rules (PECR). This can lead to complaints, action by the regulator and, in serious cases, a fine.

Who should handle it

Website developer and tag-manager owner · Tag manager, plugins, theme scripts and embedded tools

How to put it right

1. Locate the tool responsible for the recorded behaviour. Use the affected pages and inventory in this report.
2. For tools that require consent, remove duplicate installation paths and make loading depend on the correct consent category. Do not block essential features just because their names are unfamiliar.
3. Test before a choice, after Reject, after Accept and after withdrawal. Keep evidence of the result and update the cookie information.

How to check the fix worked

For every tool requiring consent, no prohibited storage or access occurs before permission or after rejection. Test that permitted features still work.

Affected pages: 1. <https://example-shop.invalid/shop>

[PECR, regulation 6](#)

<https://www.legislation.gov.uk/uksi/2003/2426/regulation/6>

**WARNING - verify first**

2. We couldn't find cookie settings on 1 page

What we observed

We didn't find a cookie-settings link in the text checked on 1 page; we found one on 1 other page.

Why this matters

People must be able to change their mind about consent. If there is no way to do that, the site may break consent rules; the option could still be elsewhere.

Who should handle it

Website developer · The footer or menu on the affected pages

How to put it right

1. Open your cookie-banner tool and find the option to reopen cookie settings. Copy its settings link or use its built-in button.
2. Add a clearly named "Cookie settings" link to the website footer, including the affected pages in this report. Connect it to the banner settings panel.
3. Accept optional cookies, then use the new link to turn them off. Reload and check another page to make sure the choice stays off.

How to check the fix worked

The link works on a phone and computer. Visitors can change their choice, and optional tools stop when permission is withdrawn.

Affected pages: 1. <https://example-shop.invalid/about>

[PECR, regulation 6](#)

<https://www.legislation.gov.uk/uksi/2003/2426/regulation/6>

**WARNING - verify first**

3. Does the cookie policy match the website?

What we observed

The example cookie information did not explain every observed advertising tool.

Why this matters

Using cookies or browser data without permission, where permission is required, may break UK cookie rules. This can lead to complaints, action by the regulator and, in serious cases, a fine.

Who should handle it

Website owner and developer · Cookie policy and the tools listed in the inventory

How to put it right

1. Compare the recorded cookie and tool names with your installed plugins, advertising tags and embedded content. Confirm what each tool does with its provider.
2. Update the cookie information with the tools actually used, their purpose and duration. Remove descriptions of tools you no longer use.
3. Link the updated information from the banner and footer. Check that the consent categories match the purposes you have described.

How to check the fix worked

A visitor can understand which optional tools you use and why. Names alone are not enough to decide whether consent is required.

Affected pages: 1. <https://example-shop.invalid/shop/product-1>

[PECR, regulation 6](#)

<https://www.legislation.gov.uk/uksi/2003/2426/regulation/6>

03 / FULL REPORT

Cookies, saved data & tracker traffic

A request to another company is not automatically a tracker. Saved browser data can also support essential features. The purpose and context determine what needs consent.

Browser-storage inventory

3 distinct name/domain/purpose groups. Numbers are observed events across the selected test visits, not unique people or total cookies on a visitor's device.

Item / type	Domain / purpose	Before	Reject	Accept
session_id cookie	example-shop.invalid essential (example classification)	48	48	48
ad_id cookie	ads.example.invalid advertising	0	2	48
consent_choice localStorage	example-shop.invalid preference	0	48	48

Network destinations

Requests are counted across before-choice and after-click/reload observations within each visit. A Reject column can include requests from before that button was clicked. Use the timestamped evidence to decide whether an individual request followed rejection.

Destination host	Before visit	Reject visit	Accept visit
example-shop.invalid	36	42	42
ads.example.invalid	0	2	12

ICO: storage and access technology guidance

<https://ico.org.uk/for-organisations/direct-marketing-and-privacy-and-electronic-communications/guidance-on-the-use-of-storage-and-access-technologies/how-do-we-comply-with-the-pecr-rules/>

04 / FULL REPORT

Technical security observations

Passive checks of the pages we loaded. This is not a penetration test, vulnerability scan, TLS audit or assessment of your server, software versions or customer accounts. These observations do not change the privacy score.

Observation	Pages observed	What it tells you
HTTPS	48 / 48	The loaded URL used HTTPS. Certificate configuration and older protocols were not audited.
HSTS header	48 / 48	A browser instruction to prefer HTTPS was present. Its settings still need review.
Content Security Policy	3 / 48	A CSP response header was present. Presence alone does not prove it is effective.
Frame protection	0 / 48	X-Frame-Options or a CSP frame-ancestors directive was observed.
MIME protection	48 / 48	The nosniff directive was present. Correct content types still need verification.
Referrer policy	48 / 48	A referrer-policy response header was observed. Check the actual configured policy.
HTTP requests on HTTPS pages	0	Observed request attempts using HTTP. Check whether they loaded, upgraded or were blocked.

Developer follow-up

Review missing or weak settings at your server or CDN. Test changes on staging first: a restrictive CSP can break payment tools, forms and embeds. Start with an appropriate report-only policy, inspect the reports, then enforce the policy once required resources work. Missing headers are hardening prompts, not automatic proof of a GDPR breach.

MDN: Content Security Policy

<https://developer.mozilla.org/en-US/docs/Web/HTTP/Reference/Headers/Content-Security-Policy>

MDN: X-Content-Type-Options

<https://developer.mozilla.org/en-US/docs/Web/HTTP/Reference/Headers/X-Content-Type-Options>

05 / FULL REPORT

Privacy information & policy review

We look for privacy-related pages and relevant wording. These wording checks currently use English phrases. A phrase match is not a legal assessment; other languages need manual review. The owner must confirm that the notice accurately describes what the business really does.

Privacy page reviewed for wording signals
<https://example-shop.invalid/privacy-policy>

Topic	Wording signal	Owner's check
Who is responsible	Mention detected	Check accuracy, completeness and applicability.
How to contact the business	Mention detected	Test the published contact route.
Why data is used	Mention detected	Check accuracy, completeness and applicability.
Lawful basis wording	Mention detected	Check accuracy, completeness and applicability.
Sharing and recipients	Mention detected	Match this to the suppliers and tools actually used.
How long data is kept	Not detected	Replace vague periods with actual retention criteria.
Individual rights	Mention detected	Check accuracy, completeness and applicability.
International transfers	Not detected	Check accuracy, completeness and applicability.

Also check complaint rights, required regulator details, how consent can be withdrawn, and any information required for indirect collection or automated decisions. These are not established by keyword matching.

ICO: [privacy notices and cookies in detail](https://ico.org.uk/for-organisations/advice-for-small-organisations/privacy-notices-and-cookies/cookies-and-privacy-notices-in-detail/)
<https://ico.org.uk/for-organisations/advice-for-small-organisations/privacy-notices-and-cookies/cookies-and-privacy-notices-in-detail/>

06 / FULL REPORT

Implementation & retest checklist

Prepare

Make a restorable backup. Record the current banner, tag-manager settings, plugins and third-party tools. Agree who is making the changes.

Make targeted changes

Work through confirmed failures first. Verify uncertain purposes before blocking tools. Remove duplicate tags and test on staging.

Test five visitor journeys

1. Fresh visitor, no choice. 2. Reject. 3. Reject then reload/navigate. 4. Accept. 5. Accept then withdraw. Include mobile, forms, checkout and embedded media where applicable.

Update the written information

Reconcile the privacy and cookie notices with the tools, purposes and data flows actually used. Ask the business owner to approve factual details.

Record the outcome

Re-scan the public pages. Keep before/after evidence and a list of unresolved items, with an owner and target date. A new pass covers the tested criteria only.

Acceptance criteria

The relevant tools respect the chosen preference; essential site features still work; visitors can find the policy and change their choice; remaining limitations have a named owner.

07 / FULL REPORT

Check register & unresolved questions

Check	Recorded outcomes	Meaning / next step
PECR-001 Data saved before a visitor chooses	✓ PASSED	The recorded check met its test criteria.
PECR-002 Data saved after a visitor clicks Reject	✗ FAILED	An advertising cookie was written after the Reject button was clicked in this fictional example.
PECR-003 Can visitors find the Reject button?	✓ PASSED	The recorded check met its test criteria.
PECR-004 Are Accept and Reject easy to use?	✓ PASSED	The recorded check met its test criteria.
PECR-005 Are optional cookies switched off at first?	✓ PASSED	The recorded check met its test criteria.
PECR-006 Can visitors change their cookie choice?	! NOT VERIFIED	A cookie-settings link was not detected on two example pages.
PECR-007 Does the cookie policy match the website?	! NOT VERIFIED	The example cookie information did not explain every observed advertising tool.
PECR-008 Embedded videos, maps and tools	✓ PASSED	The recorded check met its test criteria.
PECR-009 Data saved after Reject and a page refresh	✓ PASSED	The recorded check met its test criteria.
PECR-010 Does the website remember a cookie choice?	✓ PASSED	The recorded check met its test criteria.

Check	Recorded outcomes	Meaning / next step
DP-C-001 Can people find your privacy contact?	✓ PASSED	The recorded check met its test criteria.
DP-C-002 Can people send you a privacy complaint?	✓ PASSED	The recorded check met its test criteria.
DP-C-003 Are privacy complaint instructions easy to find?	✓ PASSED	The recorded check met its test criteria.
DP-C-004 Do you acknowledge privacy complaints within 30 days?	✓ PASSED	The recorded check met its test criteria.
DP-C-005 How do you investigate privacy complaints?	✓ PASSED	The recorded check met its test criteria.
DP-C-006 Do you tell people the result of their complaint?	✓ PASSED	The recorded check met its test criteria.
DP-C-007 Can people send a privacy complaint online?	✓ PASSED	The recorded check met its test criteria.
AI-001 Does your website use an AI chat tool?	- NOT_TESTED	AI use and the relevant requirements were not established. Confirm whether your business uses AI before reviewing this check.
AI-002 Are visitors told when they are talking to AI?	- NOT_TESTED	AI use and the relevant requirements were not established. Confirm whether your business uses AI before reviewing this check.
AI-003 Is it clear who runs the AI tool?	- NOT_TESTED	AI use and the relevant requirements were not established. Confirm whether your business uses AI before reviewing this check.
AI-004 Do you explain how AI uses personal information?	- NOT_TESTED	AI use and the relevant requirements were not established. Confirm whether your business uses AI before reviewing this check.

Check	Recorded outcomes	Meaning / next step
AI-005 Do EU AI rules apply to your website?	- NOT_TESTED	AI use and the relevant requirements were not established. Confirm whether your business uses AI before reviewing this check.
AI-006 Do you use AI to write public-interest content?	- NOT_TESTED	AI use and the relevant requirements were not established. Confirm whether your business uses AI before reviewing this check.

Questions for the owner

What do unknown storage items do? Which suppliers receive personal data? Are analytics exceptions being relied on, and on what evidence? What happens in logged-in areas? Who handles rights requests and complaints? The public scanner cannot establish these organisational facts.

08 / FULL REPORT

Page register, evidence & scope

Selected page limit: 500. Loaded: 48 / 48. A page cap is a maximum, not a promise that every page exists or can be reached.

URL	Before	Reject	Accept
https://example-shop.invalid/	Completed	Completed	Completed
https://example-shop.invalid/shop	Completed	Completed	Completed
https://example-shop.invalid/contact	Completed	Completed	Completed
https://example-shop.invalid/privacy-policy	Completed	Completed	Completed
https://example-shop.invalid/cookie-policy	Completed	Completed	Completed
https://example-shop.invalid/about	Completed	Completed	Completed
https://example-shop.invalid/shop/product-1	Completed	Completed	Completed
https://example-shop.invalid/shop/product-2	Completed	Completed	Completed
https://example-shop.invalid/shop/product-3	Completed	Completed	Completed
https://example-shop.invalid/shop/product-4	Completed	Completed	Completed
https://example-shop.invalid/shop/product-5	Completed	Completed	Completed
https://example-shop.invalid/shop/product-6	Completed	Completed	Completed
https://example-shop.invalid/shop/product-7	Completed	Completed	Completed
https://example-shop.invalid/shop/product-8	Completed	Completed	Completed
https://example-shop.invalid/shop/product-9	Completed	Completed	Completed
https://example-shop.invalid/shop/product-10	Completed	Completed	Completed

URL	Before	Reject	Accept
https://example-shop.invalid/shop/product-11	Completed	Completed	Completed
https://example-shop.invalid/shop/product-12	Completed	Completed	Completed
https://example-shop.invalid/shop/product-13	Completed	Completed	Completed
https://example-shop.invalid/shop/product-14	Completed	Completed	Completed
https://example-shop.invalid/shop/product-15	Completed	Completed	Completed
https://example-shop.invalid/shop/product-16	Completed	Completed	Completed
https://example-shop.invalid/shop/product-17	Completed	Completed	Completed
https://example-shop.invalid/shop/product-18	Completed	Completed	Completed
https://example-shop.invalid/shop/product-19	Completed	Completed	Completed
https://example-shop.invalid/shop/product-20	Completed	Completed	Completed
https://example-shop.invalid/shop/product-21	Completed	Completed	Completed
https://example-shop.invalid/shop/product-22	Completed	Completed	Completed
https://example-shop.invalid/shop/product-23	Completed	Completed	Completed
https://example-shop.invalid/shop/product-24	Completed	Completed	Completed
https://example-shop.invalid/shop/product-25	Completed	Completed	Completed
https://example-shop.invalid/shop/product-26	Completed	Completed	Completed
https://example-shop.invalid/shop/product-27	Completed	Completed	Completed
https://example-shop.invalid/shop/product-28	Completed	Completed	Completed
https://example-shop.invalid/shop/product-29	Completed	Completed	Completed

URL	Before	Reject	Accept
https://example-shop.invalid/shop/product-30	Completed	Completed	Completed
https://example-shop.invalid/collections/category-1	Completed	Completed	Completed
https://example-shop.invalid/collections/category-2	Completed	Completed	Completed
https://example-shop.invalid/collections/category-3	Completed	Completed	Completed
https://example-shop.invalid/collections/category-4	Completed	Completed	Completed
https://example-shop.invalid/collections/category-5	Completed	Completed	Completed
https://example-shop.invalid/collections/category-6	Completed	Completed	Completed
https://example-shop.invalid/guides/article-1	Completed	Completed	Completed
https://example-shop.invalid/guides/article-2	Completed	Completed	Completed
https://example-shop.invalid/guides/article-3	Completed	Completed	Completed
https://example-shop.invalid/guides/article-4	Completed	Completed	Completed
https://example-shop.invalid/guides/article-5	Completed	Completed	Completed
https://example-shop.invalid/guides/article-6	Completed	Completed	Completed

Ruleset: Illustrative report data

Browser: Illustrative browser session

Screenshots and timestamped evidence are retained with the online report. No password-protected or private network resources are intentionally scanned.

In a purchased report, this section links to your private report and the retained inventory download. Sample links are deliberately omitted.

The report is automated technical evidence, not legal advice or certification. It does not inspect every business process, settle jurisdictional applicability or guarantee compliance. UK cookie references and EU/UK privacy duties must be interpreted for the organisation's circumstances.

THE NEXT STEP / OUR ENGINEERS DO THE WORK

We can put this right for you.

You have the findings. Our engineers can inspect your website, agree what needs changing and do the technical work for you.

A tailored service for your website

1. We inspect the evidence and agree the scope.
2. We adapt your website code, consent controls and connected tools.
3. We retest and give you a clear completion report.

One-off hands-on service from £99 for 1-20 pages. Larger websites use the published price bands or a custom quote. We confirm the scope and total before payment.

Let our engineers handle it →

Start your website review
<https://gdprfix.org/fix>

See current prices and what is included
<https://gdprfix.org/pricing>

Website changes follow an agreed scope and a restorable backup. Retesting documents the checks completed and remaining limitations; it is not a guarantee covering every legal obligation.