COOKIEBRIEF · SAMPLE REPORT

Website privacy checkup

Brauð & co. — https://braudogco.is/

Scanned 10 Nov 2026, 15:27 UTC (Atlantic/Reykjavik, UTC+0). Homepage only. No consent button was clicked.

68

out of 100 · first-load score

Needs attention

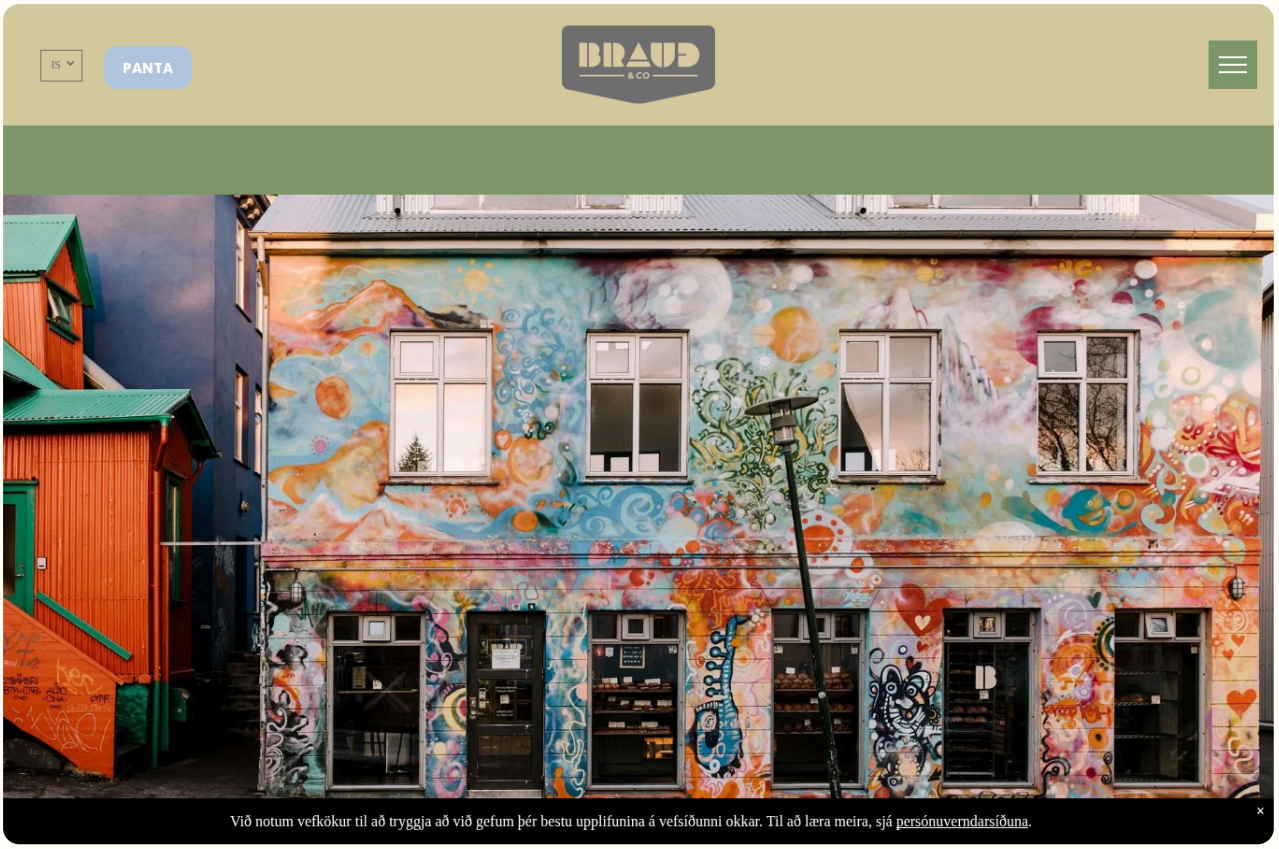
A few issues should be fixed so visitors get a fairer choice over cookies and tracking.

0 critical · 1 high · 1 medium · 2 low

This is not legal advice. It is a point-in-time technical scan of a public homepage. It does not certify compliance with the GDPR, ePrivacy rules, UK GDPR, CCPA/CPRA, or any other law. Dynamic tags, other pages, logged-in views, and visits from other countries can look different. Have a qualified lawyer review your notices and consent setup if you need a legal opinion.

At a glance

PLATFORM Duda (confidence 1.0)	HTTPS Final URL is HTTPS; HTTP redirected to HTTPS
CONSENT BANNER Visible on first load	PRIVACY POLICY LINK Found (2)
COOKIES ON FIRST LOAD 5 total, 0 third-party	KNOWN TRACKERS / TAGS 4 vendor(s) matched
THIRD-PARTY REQUESTS 55 across 9 host(s)	GOOGLE CONSENT MODE No Consent Mode default detected
CONSENT PLATFORM None detected from known vendor scripts	



Homepage as loaded during the scan. No consent button was clicked.

Findings and copy-paste fixes

Each item includes steps for the detected platform and snippets a web person can paste. Test Accept, Reject, and “do nothing” in a fresh private window after you publish.

HIGH

1. A banner is present, but cookies or trackers already ran

A consent banner was visible, yet the first load (with no click) already set 5 analytics/ads-style cookie(s) and loaded 4 known vendor(s). A banner that appears after tags have fired does not hold them back.

What to do: On Duda: Load Google tags, ads pixels, and session-replay scripts only after consent. Use a consent mode or tag-manager consent checks, and test with a fresh browser profile: Reject and 'do nothing' should both prevent non-essential cookies.

Written for Duda.

1. Duda’s built-in cookie notification is often an information bar (text + a close control) and does not delay marketing scripts. Replace it with a real choice: Accept and Reject (or essential only) at the same prominence.
2. In Site settings / Header HTML, paste the Consent Mode default above Google Tag Manager or Analytics.
3. Find every marketing script in custom header/footer code and widgets. Those scripts run on first load today — take them out of the global head.
4. Load the Meta Pixel only after Accept, using the snippet below. Leaving connect.facebook.net in the global header will keep firing before a choice.
5. Keep GTM in the head only if the Consent Mode default sits above it and GTM tags wait for granted signals. Otherwise load GA4 / Ads after Accept.
6. Edit the privacy / terms page so it lists cookies, purposes, and vendors, and link it from both the footer and the banner.
7. Test in a fresh private window: do nothing, click Reject, and click Accept. Only Accept should set analytics or ads cookies such as _ga, _gid, _gcl_au, _fbp.

GOOGLE CONSENT MODE V2 — DEFAULT DENIED

Where: Site editor → Settings (or Site header HTML / Custom code) and paste in the <head>, above the Google Tag Manager or Analytics include. Publish when done.

```
<!-- Paste in the <head>, ABOVE any Google Tag Manager or gtag.js snippet. -->
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){ dataLayer.push(arguments); }
  gtag('consent', 'default', {
    ad_storage: 'denied',
    ad_user_data: 'denied',
    ad_personalization: 'denied',
    analytics_storage: 'denied',
    functionality_storage: 'granted',
    security_storage: 'granted',
    wait_for_update: 500
  });
</script>
```

AFTER THE VISITOR OPTS IN

Where: Run from your banner's Accept handler, after the default snippet is already on the page.

```
<!-- Call this only after the visitor opts in (Accept / save preferences). -->
<script>
  gtag('consent', 'update', {
    ad_storage: 'granted',
    ad_user_data: 'granted',
    ad_personalization: 'granted',
    analytics_storage: 'granted'
  });
</script>
```

AFTER THE VISITOR REJECTS

Where: Run from the Reject / essential-only handler.

```
<!-- Call this when the visitor chooses Reject / essential only. -->
<script>
  gtag('consent', 'update', {
    ad_storage: 'denied',
    ad_user_data: 'denied',
    ad_personalization: 'denied',
    analytics_storage: 'denied'
  });
</script>
```

LOAD THE META PIXEL ONLY AFTER MARKETING CONSENT

Where: Remove the pixel from Site header/footer custom code and from any marketing widget that injects it on every page. Call loadMetaPixel() only after Accept. Duda's built-in cookie notification does not, by itself, delay scripts.

```
<!-- Do not put the Meta Pixel in the <head> so it loads on every visit.
Load it only after marketing consent. Replace PIXEL_ID. -->
<script>
  function loadMetaPixel(pixelId) {
    if (window.fbq) return;
    !function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
    n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
    n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
    t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}
    (window, document, 'script', 'https://connect.facebook.net/en_US/fbevents.js');
    fbq('init', pixelId);
    fbq('track', 'PageView');
  }
  // Example: after Accept / marketing opt-in
  // loadMetaPixel('PIXEL_ID');
</script>
```

MEDIUM

2. Google tags loaded without a detectable Consent Mode default

Google Tag Manager, Analytics, or Ads requests were seen, but the scanner did not catch a gtag('consent', 'default', ...) call or equivalent dataLayer consent default before those tags ran.

What to do: On Duda: Set Google Consent Mode v2 defaults to denied for ad_storage, analytics_storage, ad_user_data and ad_personalization, then update them only after a visitor opts in. Place the default command before any gtag/GTM snippet.

Written for Duda.

1. On Duda, open the site-wide head / custom-code area described below and paste the default snippet first, before GTM or gtag.js.
2. Publish (or clear cache) and reload the homepage in a fresh private window. The default must fire before any google-analytics.com, googletagmanager.com, or doubleclick.net request.
3. Wire the Accept and Reject buttons to the update snippets. Reject must not fire the ‘granted’ update.

GOOGLE CONSENT MODE V2 — DEFAULT DENIED

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<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){ dataLayer.push(arguments); }
  gtag('consent', 'default', {
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    analytics_storage: 'denied',
    functionality_storage: 'granted',
    security_storage: 'granted',
    wait_for_update: 500
  });
</script>
```

AFTER THE VISITOR OPTS IN

Where: Banner Accept handler.

```
<!-- Call this only after the visitor opts in (Accept / save preferences). -->
<script>
  gtag('consent', 'update', {
    ad_storage: 'granted',
    ad_user_data: 'granted',
    ad_personalization: 'granted',
    analytics_storage: 'granted'
  });
</script>
```

AFTER THE VISITOR REJECTS

Where: Banner Reject handler.

```
<!-- Call this when the visitor chooses Reject / essential only. -->
<script>
  gtag('consent', 'update', {
    ad_storage: 'denied',
    ad_user_data: 'denied',
    ad_personalization: 'denied',
    analytics_storage: 'denied'
  });
</script>
```

LOW

3. A privacy link exists, but no obvious cookie policy

Homepage privacy/legal links: Skilmálar; persónuverndarsíðuna. If cookies and third parties are only mentioned in passing, visitors may not get a clear list.

What to do: On Duda: Add a short cookie notice or a section in the privacy policy listing cookies, purposes, and vendors, and link it from the banner.

Written for Duda.

1. Add a cookie section, or a short cookie notice, that lists cookies, purposes, and vendors. This checkup is not a substitute for legal review.
2. You already have a legal page in some cases (for example a ‘Skilmálar’ / terms URL). Add a clear cookie list there, or a dedicated privacy page, and link it in the footer and the banner — not only as a small ‘learn more’ inside a notice.

LOW

4. The banner text may not offer a clear reject option

Visible banner wording (truncated): Við notum vefkökur til að tryggja að við gefum þér bestu upplifunina á vefsíðunni okkar. Til að læra meira, sjá persónuverndarsíðuna. ×

What to do: On Duda: Where GDPR/ePrivacy applies, give reject or essential-only the same prominence as accept, and do not require a visit to a second layer just to say no.

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    analytics_storage: 'granted'
  });
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```

AFTER THE VISITOR REJECTS

Where: Run from the Reject / essential-only handler.

```
<!-- Call this when the visitor chooses Reject / essential only. -->
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    ad_storage: 'denied',
    ad_user_data: 'denied',
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  });
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```
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Load it only after marketing consent. Replace PIXEL_ID. -->
<script>
  function loadMetaPixel(pixelId) {
    if (window.fbq) return;
    !function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
    n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
    n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
    t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}
    (window, document, 'script', 'https://connect.facebook.net/en_US/fbevents.js');
    fbq('init', pixelId);
    fbq('track', 'PageView');
  }
  // Example: after Accept / marketing opt-in
  // loadMetaPixel('PIXEL_ID');
</script>
```

Cookies set before any consent click

Rows highlighted amber are names commonly used for analytics, advertising, marketing, or session replay.

NAME	DOMAIN	LIFETIME	PARTY	LIKELY VENDOR	LIKELY PURPOSE
`_ga`	.braudogco.is	1.1 years	First-party	Google Analytics	analytics
`_gid`	.braudogco.is	1 days	First-party	Google Analytics	analytics
`_gat_UA-136002221-1`	.braudogco.is	0 hours	First-party	Google Analytics	analytics
`_gcl_au`	.braudogco.is	1.1 years	First-party	Google Ads	advertising
`_ga_9STW7P8WQ5`	.braudogco.is	1.1 years	First-party	Google Analytics	analytics

Known trackers and tags

- **Google Tag Manager** (tag-manager)
- **Google Analytics** (analytics)
- **Google Ads / DoubleClick** (advertising)
- **Meta Pixel** (advertising)

Third-party hosts

HOST	VENDOR	CATEGORY	REQUESTS	TYPES
cdn-website.com	—	third-party	40	font, image, other, script, stylesheet
google.com	Google Analytics	analytics	3	fetch
googletagmanager.com	Google Tag Manager	tag-manager	2	script
multiscreensite.com	—	third-party	2	image
dwhitelabel.com	—	third-party	2	font
google-analytics.com	Google Analytics	analytics	2	script, xhr
facebook.net	Meta Pixel	advertising	2	script
doubleclick.net	Google Ads / DoubleClick	advertising	1	ping
google.is	—	third-party	1	image

Privacy and cookie links on the homepage

- Skilmálar
- persónuverndarsíðuna

How this scan was done

Headless Chromium loaded the homepage and waited for network activity to settle. No consent button was clicked. Cookies, third-party requests, banner text, privacy-policy links, HTTPS, and Google Consent Mode hooks were recorded on first load.

The automated score starts at 100 and subtracts for issues (critical −35, high −18, medium −8, low −3). It is a triage aid, not a regulatory grade. Vendor names come from a built-in list of well-known hosts and cookie names; unknown scripts are listed only as third-party hosts. Platform detection is a best-effort match against public CMS signatures.

Limits. This checkup loaded a single public URL in headless Chromium. It did not create an account, fill forms, or click Accept/Reject. It may miss tags that fire later, on other pages, behind a paywall, or only in certain regions. Cookie and request classification can be incomplete or occasionally wrong. The snippets are starting points for a developer or designer — they are not a complete legal implementation.