

BLOCS PREMIUM

Premium Cookie Banner Advanced

GDPR Compliant for Blocs

User Guide · Version 1.1.0 · 2026

The professional cookie consent solution with granular privacy controls for your Blocs website. One Bric, fully configurable — no coding required.

WHAT IT DOES

The Premium Cookie Banner Advanced gives visitors full control over their cookie preferences. Unlike a simple Accept/Decline banner, a third option — Customize — opens a dedicated settings panel where visitors can independently toggle Analytics and Marketing cookies. External content is blocked until consent is given and restored instantly on accept.

Example: A visitor declines Marketing cookies but is happy to allow anonymous Analytics data. With the Advanced Banner that's possible — with the Easy Banner it's not.

EASY VS. ADVANCED

Both banners share the same clean design, multilingual support, and external content blocking. The Advanced Banner adds a third consent level with a full cookie settings panel.

	Cookie Banner Easy	Cookie Banner Advanced
Accept / Decline	Yes	Yes
Customize Panel	No	Yes
Per-category Toggles	No	Yes (Analytics + Marketing)
External content blocking	Yes	Yes
6 Languages	Yes	Yes
Blur & Darken effect	Yes	Yes

THREE CONSENT OPTIONS

- **Accept** — Accept
All cookies are allowed (Necessary, Analytics, Marketing).
- **Customize** — Customize
The settings panel opens. Visitors toggle Analytics and Marketing cookies individually, then save.
- **Decline** — Decline
Only necessary cookies remain active. Tracking cookies are deleted. External content is blocked.

PRIVACY & COMPLIANCE

- Blocks all external iframes automatically on decline — YouTube, Google Maps, Vimeo, reCAPTCHA and more
- Restores blocked content instantly on accept
- Granular consent: Necessary, Analytics and Marketing controlled independently
- Tracking cookies are actively deleted from the browser on decline
- Consent is stored for 1 year (localStorage + cookie)
- Consent can be reset at any time via the snackbar reset link
- Stripe, PayPal, Klarna and Mollie are whitelisted and never blocked

Note

This Bric is built to meet the technical requirements of GDPR. For legally binding compliance, consult a qualified data protection officer.

BLOCKED CONTENT

- Full placeholder for large embeds (YouTube, Maps) with "Accept & Load" button
- Compact inline notice for small embeds (PayPal buttons, reCAPTCHA)
- Invisible tracking iframes (0x0 px) are silently removed
- MutationObserver catches dynamically injected iframes and scripts

Supported Tracking Services

- Google Analytics, Google Tag Manager, Google Ads
- Facebook / Meta Pixel, LinkedIn Insight Tag
- HubSpot, Hotjar, Intercom, Crisp, Heap, Mixpanel
- TikTok, Snapchat, Pinterest, Twitter/X Ads
- Optimizely, VWO, Mouseflow, FullStory, Inspectlet

BLOCKING SCRIPTS & GOOGLE ANALYTICS

The Advanced Banner does not just block iframes — it also prevents tracking scripts from loading and executing. This is especially important for services like Google Analytics and Facebook Pixel, which inject JavaScript rather than iframes.

How Script Blocking Works

When a visitor declines or has not yet given consent, the banner scans the page for known tracking scripts. Any script whose src matches a known tracking domain is neutralised before it can execute.

- Script tags are intercepted and their type is changed to text/plain — this prevents the browser from executing them
- The original src is preserved so the script can be loaded later if the visitor accepts
- A MutationObserver watches for scripts injected dynamically after page load (e.g. via tag managers) and blocks them in real time
- When consent is given, blocked scripts are re-created as proper script tags and injected into the page — loading them for the first time

Google Analytics & Google Tag Manager

Google Analytics is one of the most common tracking services and a primary target of cookie consent law. The banner handles it in two ways:

Blocking gtag.js and analytics.js

Script tags pointing to google-analytics.com, googletagmanager.com or googletagmanager.com are automatically intercepted and blocked on page load. They are not executed until consent is granted.

Blocking via data-cb-script Attribute

For scripts already embedded in Blocs (e.g. Google Analytics snippets placed via the Head section), add the attribute data-cb-script to the script tag and set its type to text/plain. The banner will load it conditionally after accept.

```
<script type="text/plain" data-cb-script="https://www.googletagmanager.com/gtag/js?id=G-XXXXXXX"></script>
```

Tip

If you load Google Analytics through Google Tag Manager, blocking the GTM script is enough. All tags inside GTM — including GA4 — will be blocked automatically since GTM never loads.

Deleting Tracking Cookies on Decline

When a visitor declines or saves preferences with Analytics and Marketing disabled, the banner actively deletes known tracking cookies from the browser. This includes:

- Google Analytics: `_ga`, `_gid`, `_gat`, `_gat_gtag`, `__utma`, `__utmb`, `__utmc`, `__utmz`
- Facebook / Meta: `_fbp`, `_fbc`, `fr`, `tr`
- Google Ads: `IDE`, `NID`
- Hotjar: `_hjid`, `_hjSession`, `_hjIncludedInSessionSample`
- HubSpot: `__hstc`, `hubspotutk`, `__hssc`, `__hssrc`

Cookies are deleted across all common domain variants — with and without leading dot — to ensure no residual tracking data remains.

Category-Based Script Loading

When a visitor uses the Customize panel, scripts are loaded selectively based on the categories they approved:

- Scripts tagged with `data-cb-category="analytics"` are only loaded if Analytics was enabled
- Scripts tagged with `data-cb-category="marketing"` are only loaded if Marketing was enabled
- Scripts without a category tag default to analytics

```
<script type="text/plain" data-cb-script="..." data-cb-category="marketing"></script>
```

This allows you to separate your Google Analytics tag (analytics) from your Facebook Pixel (marketing) and respect the visitor's granular choice precisely.

DESIGN

- Configurable blur effect on the page background
- Optional darkening overlay: None / Light / Medium / Dark
- Clean dark design that adapts to any website
- Fully responsive — optimized for desktop and mobile
- On mobile, buttons sit side by side below the text
- Preferences panel shows shorter descriptions on small screens automatically

MULTILINGUAL

- 6 languages included: English, Deutsch, Francais, Espanol, Italiano, Nederlands
- All texts switch with one click — banner, settings panel, snackbar and blocked content notices

INSTALLATION

1. Open Blocs and go to **Blocs** → **Bric Manager**.
2. Click **"+"** and choose **"Install Bric from file"**.
3. Select the downloaded **.bex** file.
4. Drag the Bric into a **Global Area** so it appears on every page.

Important

The Bric must be placed inside a Global Area. If placed in a regular Bloc, the banner will only appear on that one page.

SETTINGS IN THE SIDEBAR

Language

Choose the banner language. Options: English, Deutsch, Francais, Espanol, Italiano, Nederlands. Applies to all texts — buttons, settings panel, snackbar and blocked content notices.

Privacy Policy URL

Enter the URL to your privacy policy page. This link appears as a clickable reference inside the banner text.

```
/privacy-policy.html or https://your-domain.com/privacy
```

Font Size

Sets the base font size in pixels. Recommended: 13 or 14. Headings and buttons use a fixed size regardless of this setting.

Blur

Controls the blur intensity applied to the page background while the banner is visible. Set to 0 to disable. Recommended: 8 to 14.

Darken

Applies an overlay to dim the background. Options: None, Light (~30%), Medium (~60%), Dark (~80%).

COMPATIBILITY

- Automatically pauses Lenis and Locomotive Scroll while the banner is visible
- Scroll is restored immediately after the visitor makes a choice
- Tested in Safari (Desktop & iOS), Chrome, Firefox and Edge

RESETTING CONSENT

If a visitor has already accepted or rejected cookies and needs to change their decision, consent can be reset programmatically by calling the following function from any button or link on the page:

```
cookieReset();
```

This clears the stored consent from localStorage and the cookie, then reloads the page so the banner appears again. To add a reset link directly inside the cookie snackbar, include the following HTML inside your custom snackbar content:

```
<a href="#" onclick="cookieReset(); return false;">Reset cookie settings</a>
```

ADDING A SETTINGS BUTTON

You can place a button or link anywhere on your page that allows visitors to reopen the cookie settings panel at any time. Both examples use the cookieReset() function.

As a Button

```
<button onclick="cookieReset()">Cookie Settings</button>
```

As a Link

```
<a href="#" onclick="cookieReset(); return false;">Cookie Settings</a>
```

FREQUENTLY ASKED QUESTIONS

The banner does not appear on every page.

Make sure the Bric is placed inside a Global Area. A Bric placed in a regular Bloc only appears on that single page.

The Blocs editor does not show the banner.

This is expected. The banner is only visible in the live browser preview (Cmd+R) or on the published site.

Can I change the banner colours?

Yes — via the included cookie-banner.css file. Load it into your project and adjust the values as needed.

Is the banner GDPR compliant?

The banner meets the technical requirements of GDPR: consent before cookies are set, option to decline, granular category control, and the ability to withdraw consent at any time. For legal certainty, have your implementation reviewed by a data protection professional.

LEGAL NOTICE

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