

BLOCS PREMIUM

Premium Cookie Banner Easy

GDPR Compliant for Blocs

User Guide · Version 1.0 · 2026

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

WHAT IT DOES

The Premium Cookie Banner Easy handles all cookie consent requirements automatically. Visitors can accept all cookies or decline — external content is blocked until they give consent and restored instantly when they accept. The banner appears on every page, saves the visitor's choice for one year, and requires no code to set up.

PRIVACY & COMPLIANCE

- Blocks all external iframes automatically on decline — YouTube, Google Maps, Vimeo, reCAPTCHA and more
- Restores blocked content instantly on accept
- 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.

TWO CONSENT OPTIONS

- **Accept** — Accept
All cookies are allowed. External content loads immediately. Tracking scripts are activated.
- **Decline** — Decline
Only necessary cookies remain active. Tracking cookies are deleted. External content is blocked and replaced with a placeholder.

Looking for per-category control? The Premium Cookie Banner Advanced adds a Customize option with individual toggles for Analytics and Marketing cookies.

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 Easy 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 and blocks them in real time
- When consent is given, blocked scripts are re-created as proper script tags and injected into the page

Google Analytics & Google Tag Manager

Script tags pointing to google-analytics.com, googletagmanager.com or googletagservices.com are automatically intercepted and blocked on page load. They are not executed until the visitor accepts.

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 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, 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`, `__hsrc`

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

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

MULTILINGUAL

- 6 languages included: English, Deutsch, Francais, Espanol, Italiano, Nederlands
- All texts switch with one click — banner, 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, 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

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, and the ability to withdraw consent at any time. For legal certainty, have your implementation reviewed by a data protection professional.

I need per-category cookie control. What should I use?

The Premium Cookie Banner Advanced adds a Customize option with individual toggles for Analytics and Marketing cookies — ideal if visitors need more granular control.

SUPPORT

For questions, bug reports or feature requests, get in touch.

Website www.blocs-templates.com

This Bric is a one-time purchase. Bug fixes and minor updates are provided free of charge to existing customers.

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