Consent management

07/11/2025 5:24 pm EDT

Some customers have implemented consent management systems on their websites that customers can use to decide whether to allow them to load specific cookies and services.

The Bluecore Website Integration is a script that sends Bluecore near-real time data and loads both Site campaigns and the preference center.

How you classify the Bluecore integration in your website's consent management settings can impact the customer's experience, because Bluecore needs the integration to function.

It is ultimately up to your company to decide how to categorize the Bluecore Website Integration. Bluecore recommends the following categorization:

Cookie Purpose	Recommendation
Strictly necessary	Strongly preferred
Preference/functionality	Preferred