

# Consent management

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Consent management platforms (CMP), such as OneTrust, allow customers to load specific cookies and services.

How you classify the Bluecore integration in your website's CMP settings impacts events sent to us and may have a negative downstream effect on your entire marketing program.

The [Bluecore Website Integration](#) is a script that sends [first-party data](#) to Bluecore in near-real time. The integration can load core experiences on your website, such as Site campaigns like notify me back in stock and email capture, and the preference center.

It is ultimately up to you to determine how to categorize the Bluecore Website Integration. However, Bluecore recommends the following categorization:

- **Strictly necessary** if you use Bluecore Site or Bluecore's preference center.
  - **Preference/functional** if you do not use Bluecore Site or Bluecore's preference center.
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