

Quiz Tool Cookie Guidance

Overview

We Could Even Tools use a small number of session cookies to pass data to/from the form the user can see at the end of a quiz.

If the user has come via another page with a form before the quiz, you can add a couple of lines of code we provide there, and it will store key fields (name and email address) in order to autofill the corresponding quiz form fields if you wish, making it quicker and easier for users to complete the quiz if you already have some of their data in advance. (You can also choose to hide autofilled form fields if you like.)

The quiz tool also stores key details the user has submitted during a quiz (such as their name, email address, and quiz results) so these can be shown on a subsequent page on your website, if you wish. This allows you to pre-fill form fields on petition, donation, or other action pages that follow the quiz, creating a seamless experience for your supporters.

This document explains what these cookies do, how they work, and how you should handle them within your cookie consent and data protection / privacy framework.

How the cookies work

When a user enters name or email form fields on a page before the quiz (if you are using this functionality), and when a user completes a quiz on your website, the tool stores the data they have entered into session cookies. These cookies are then read by the quiz form and/or the next page in the user journey (for example, a petition or donation page) to pre-populate form fields with data the user has already provided.

Key characteristics of these cookies:

- They are first-party cookies, restricted to your domain only and any sub-domains (e.g. yourcharity.org, act.yourcharity.org and donate.yourcharity.org will all work).
- They are session cookies and expire when the user closes their browser.
- They contain only data that the user themselves has submitted.
- They are not used for tracking, analytics, advertising, or any purpose other than passing the user's own data between pages.
- No data from these cookies is sent to We Could Even or any third party.

Cookie reference

The following cookies may be set by the tools. Not all cookies will be set in every case, it depends on which data fields are included in your quiz configuration.

Cookie name	Purpose
wce-tools_email	<p>If used on a page before the quiz, stores the email address entered by the user so it can be pre-filled on the quiz form.</p> <p>Stores the email address submitted by the user during the quiz, so it can be pre-filled on subsequent pages (e.g. petition or donation forms).</p>
wce-tools_firstName	<p>If used on a page before the quiz, stores the first name entered by the user so it can be pre-filled on the quiz form.</p> <p>Stores the first name submitted by the user during the quiz, for pre-filling on subsequent pages.</p>
wce-tools_lastName	<p>If used on a page before the quiz, stores the last name entered by the user so it can be pre-filled on the quiz form.</p> <p>Stores the last name submitted by the user during the quiz, for pre-filling on subsequent pages.</p>
wce-tools_quiz_questions-answered	Stores the number of questions answered by the user, enabling progress or display of results on a subsequent page.
wce-tools_quiz_full-results-html	Stores the full results data from the completed quiz (for example, the answer to each question chosen by the user, whether that answer was correct and any explanation text for the questions answered) as HTML, enabling the results to be displayed or referenced on a subsequent page.
wce-tools_quiz_score	Stores the user's raw quiz score for use on a results or follow-up page.
wce-tools_quiz_score_percent	Stores the user's quiz score as a percentage for use on a results or follow-up page.

All cookies listed above are session cookies - they do not persist beyond the browser session and contain no unique identifiers or tracking data.

Cookie consent guidance

UK (PECR & UK GDPR)

Under the Privacy and Electronic Communications Regulations (PECR), cookies that are **strictly necessary** to provide a service the user has explicitly requested are exempt from the requirement to obtain consent.

There is a reasonable basis for classifying these cookies as strictly necessary because:

- The user has actively initiated the quiz journey and is progressing through a flow they have requested.
- The cookies exist solely to carry the user's own submitted data forward to the next step in that journey.
- Without the cookies, the user experience the user has requested would break as they would need to re-enter data they have already provided.
- The cookies are first-party, session-scoped, and are not used for any secondary purpose.

This aligns with ICO guidance on cookies that remember information the user has entered as part of a specific user-requested action.

EU (ePrivacy Directive & GDPR)

The same "strictly necessary" exemption exists under the ePrivacy Directive (as transposed into local law in EU member states). The analysis above applies equally in EU jurisdictions.

United States

As of early 2026, over 20 states have enacted comprehensive privacy laws, with more coming into force each year. The most significant is the California Consumer Privacy Act as amended by the California Privacy Rights Act (CCPA/CPRA), but laws in states including Colorado, Connecticut, Virginia, Texas, Florida, Oregon, Montana, Maryland, Minnesota, Indiana, Kentucky, and Rhode Island also impose obligations around personal data and tracking technologies.

However, US laws are primarily concerned with cookies used for targeted advertising, cross-site tracking, and the sale or sharing of personal data. Session cookies that carry a user's own form data between pages on the same site - with no tracking, profiling, or third-party sharing - fall well outside the activities these laws are designed to regulate.

No US state law currently requires a GDPR-style cookie consent banner for strictly functional cookies. However, transparency obligations still apply: your privacy policy should disclose that cookies are used and explain their purpose.

Several states (including California, Colorado and Connecticut) also require businesses to recognise Universal Opt-Out Mechanisms such as Global Privacy Control (GPC). Because the quiz tool cookies do not perform tracking or data sales, GPC signals do not apply to them.

If your organisation serves US-based users, you should ensure your privacy policy discloses the use of these cookies.

Canada

In Canada, there is relevant legislation at federal and provincial level.

PIPEDA requires meaningful consent for the collection of personal information. The form of consent can vary depending on sensitivity and context: express (opt-in) consent is required for sensitive information, while implied consent may be acceptable for non-sensitive information where the collection aligns with the reasonable expectations of the individual. Since these quiz tool cookies carry only data the user has voluntarily submitted (name, email, quiz responses) between pages in a journey the user has initiated, and do not involve tracking, profiling, or sharing with third parties, implied consent is likely sufficient. Transparency remains important: your privacy policy should disclose the use of these cookies and their purpose.

CASL prohibits the installation of computer programs on a user's device without consent. However, the Office of the Privacy Commissioner has indicated that implied consent can generally be relied upon for cookies where the individual's conduct indicates consent - for example, where a user actively engages with a form and proceeds through a multi-step journey. Functional cookies that facilitate a user-initiated action are well within the scope of implied consent under CASL.

Quebec Law 25 is stricter than PIPEDA and CASL. It requires explicit opt-in consent for non-essential cookies and is closer to the EU model. If your organisation serves users in Quebec, you should assess whether these cookies fall within an exemption for cookies that are strictly necessary for a service explicitly requested by the user. Given that these cookies carry only user-submitted data within a single session journey, a reasonable case can be made that they qualify, but the exemption is narrower under Law 25 than under PIPEDA. If in doubt, consult with a legal advisor familiar with Quebec privacy law.

What you should do

We recommend the following steps:

1. Include these cookies in your cookie policy. Even though strictly necessary cookies do not require consent, transparency is a key principle of data protection law. List the cookies, their purpose, and their duration in your cookie policy or privacy notice.
2. Confirm the classification with your own legal or compliance team. As the data controller, the decision on how to classify cookies on your website is yours. We believe the strictly necessary classification is well-supported, but your legal team should confirm this is consistent with your organisation's overall approach.
3. If in doubt, include them in your cookie consent tool as a "strictly necessary" or "essential" category. Most cookie management platforms allow you to list strictly

necessary cookies in a non-dismissible category that is always active. This provides full transparency without requiring opt-in consent.

4. Do not place these cookies behind an opt-in consent gate if you want the pre-fill functionality to work reliably. If a user has not yet consented to cookies, the quiz data will not be passed through and form fields will not be pre-populated.

Sample cookie policy wording

You may wish to use or adapt the following wording for your cookie policy:

Quiz functionality cookies

When you take part in an interactive quiz on our website, we use session cookies to carry the information you have entered (such as your name, email address, and quiz results) to the next page in your journey. This means you do not need to re-enter information you have already provided. These cookies are set on our domain only, expire when you close your browser, and are not used for any other purpose. They are classified as strictly necessary for the service you have requested.

Further information

If you have any questions about how the quiz tool uses cookies, or need additional technical details for your cookie audit or Data Protection Impact Assessment, please get in touch.

Disclaimer: This document provides general guidance and does not constitute legal advice. As the data controller for your website, you are responsible for ensuring your cookie practices comply with applicable law. We recommend consulting your own legal or compliance team for advice specific to your organisation.