

Website page

Digital performance is measured through two recognised business lenses: Value and Risk. Together, they define an organisation's digital reputation, performance, and resilience.

Graded from A to E, to provide a clear snapshot of your current digital position (the lowest score in each area being represented here). A grade communicates your position instantly. The Value grade highlights where your site is underperforming and where improvement will have the greatest impact. The Risk grade identifies potential exposure that could affect compliance or reputation.



Ref. number: NJO/2026/02	Scorecard: Value & Risk	Total URLs: 126	Audit date: Feb 12, 2026	URL: https://www.samsung.com/uk/
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Privacy (Risk)

Privacy focuses on how your website handles personal data - visibly and behind the scenes. It checks whether privacy notices are in place and up to date, whether consent is being collected and respected, and whether tracking is happening without transparency. Strong privacy practices build trust and reduce regulatory risk, while gaps or hidden behaviours can leave you exposed.

Privacy

Privacy policy link

Confirms legal compliance and signals transparency to users and regulators.
Secondary impact: integrity

OK

Tracking pixels 'in use'

Flags hidden tracking that collects personal data without clear user consent.
Secondary impact: integrity

0
of concern

Cookies

Data collection

Alerts when excessive cookies collect and share data, risking legal breaches or competitor exposure.
Secondary impact: integrity

CONCERN

Tracking items

Alerts on storage items that are of particular concern with respect to user tracking, where expressly described as such.

6
of concern

Consent Manager

Checks if cookie consent system honours choices - failure increases legal and reputational risk.
Secondary impact: integrity

In testing

Domain	Cookies		Web Storage		Databases	Pixels
	Session	Persistent	Session	Persistent		
▶ samsung.com	8	7	5	5		

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