

# Getting to Grips with Google Consent Mode V2 Deadline **March**

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# What You Need to Know....

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**From March 2024 Google will require all advertisers\* to utilize its latest version of 'Consent Mode' if you want to make use of audience targeting!**

**\*Within EU/EEA and UK**

# What is being affected?

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## 1. Google remarketing and audience building capabilities

(eg in-market audiences and interest categories)



## 2. Google demographic and Interest reports

## 3. GA4 audience & conversion exporting to google Ads and Big Query



## 4. Potential Data Modelling Benefits

Note: Ad delivery and conversion tracking will continue to work as normal provided you have consent for **ad\_storage!**



Search Ads 360

**What does this  
even meme?**



# When and Why Consent is Needed

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- **Collecting Valid Consent from users is a legal requirement under GDPR and ePrivacy regulations within Europe & Beyond.**
- Relevant for all websites and apps that use cookies and identifiers to store information
- People increasingly expect to control the data they share about themselves online, and Google provides tools for you to respect your users' choices

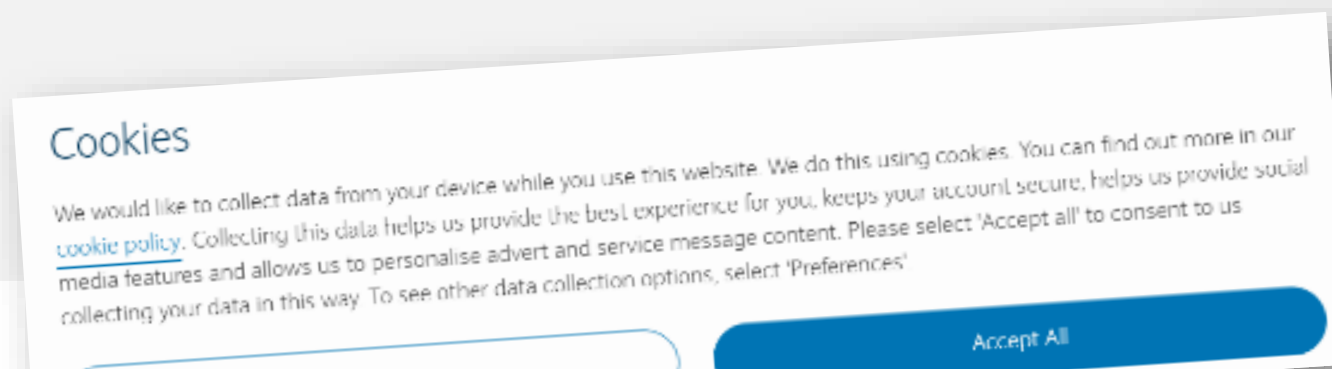


# GDPR Must Dos

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- 1. Get Permission to Drop Cookies** - As a result of regulations like GDPR in the EU, tracking personally identifiable information – or PII – now requires explicit consent from the consumer before cookies can be deployed
- 2. Provide Cookie Controls** - provide controls to users to opt out anytime.
3. Provide transparent information in your website's **cookie policy** about the details of all Google Analytics cookies in operation – including their provider, technical details, duration and purpose. This is important as consent is only valid under the GDPR if it constitutes an informed choice on behalf of the users.
4. Compile detailed information in your website's **privacy policy** about all Google Analytics cookies on your domain, and what personal data your website processes in general.



# The Consent Process

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**1. Obtain the user's choice to grant or deny consent for storing information about their behaviour.**



**2. Communicate the user's consent choice to tags & pixels.\*\***



**3. Ensure that tags that store or read cookies comply with the user's choice at all times along with ability to change consent settings anytime.**

# Step 1: Obtaining Consent



1. Clear notice about cookie usage, with link to further details

2. Optin and Opt-Out Options presented

**This website uses cookies**

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

[Show details >](#)

[Allow all](#)

[Customize >](#)

Powered by **Cookiebot** by Usercentrics

No cookies fired until consent is granted!



# Step 2: Communicating Consent

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Two recognised technologies for sending consent signals:

1. **Google Consent Mode**
2. IAB's Transparency and Consent Framework (TCF)

The above are both open APIs available in the industry for use. Both can be used for NON Google Tags however advanced features can only be used with Google tags.



# What is Google Consent Mode?



- Enables your website to communicate with Google Tags to allow Google to dynamically adapt its tags based on what type of user consent has been given.
- If a user denies consent, tags no longer store cookies but instead send pings to the Google Server allowing basic data to be captured only. (Advanced Consent Mode)
- These signals are then used by Google to **model** conversions (Google Ads, Floodlight, etc.) and visitor behaviour (Google Analytics 4)

Type	On-page Default	On-page Update
ad_storage	Denied	Granted
analytics_storage	Denied	Granted
functionality_storage	Denied	Granted
personalization_storage	Denied	Granted
security_storage	Granted	Granted
ad_user_data	-	Granted
ad_personalization	-	Granted



## This website uses cookies

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of

Allow all

Customize >

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Consent Mode currently supports the following Google services:

- Google Analytics
- Google Ads (Google Ads Conversion Tracking and Remarketing)
- Google Tag Manager
- gtag
- Floodlight (Conversion tracking)
- Conversion Linker



# Example 1: Default Status

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Type	On-page Default
ad_storage	Denied
analytics_storage	Denied
functionality_storage	Denied
personalization_storage	Denied
security_storage	Granted

**User arrives on website**

**No tags fired**



## This website uses cookies

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

Allow all

Customize >

# Example 2: Consent Granted

Type	On-page Default	On-page Update
ad_storage	Denied	Granted
analytics_storage	Denied	Granted
functionality_storage	Denied	Granted
personalization_storage	Denied	Granted
security_storage	Granted	Granted

User allows all cookies.  
Update sent

Tags fire!



## This website uses cookies

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

[Show details](#) >

[Allow all](#)

[Customize](#) >

# Example 3: Consent Denied

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Type	On-page Default	On-page Update
ad_storage	Denied	Denied
analytics_storage	Denied	Denied
functionality_storage	Denied	Denied
personalization_storage	Denied	Denied
security_storage	Granted	Granted

## User Denies All Tags: Google Tags still fire\*

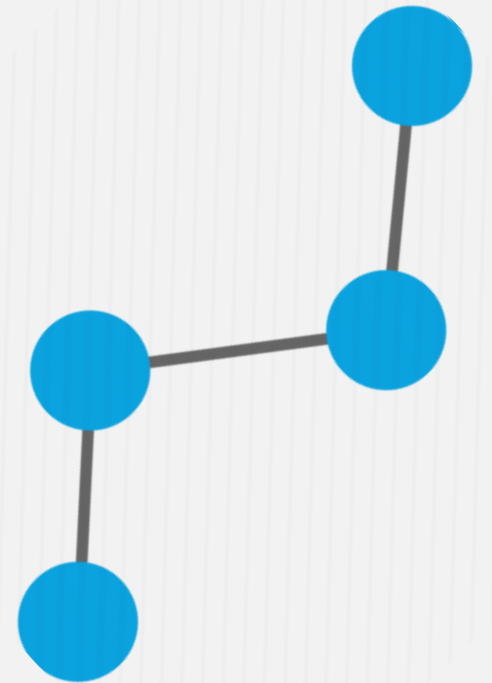
**However:** No new advertising cookies are written and read. Instead Tags send cookieless pings. Data modelling used by Google to guesstimate conversions!

This is known as Advanced Consent Mode!

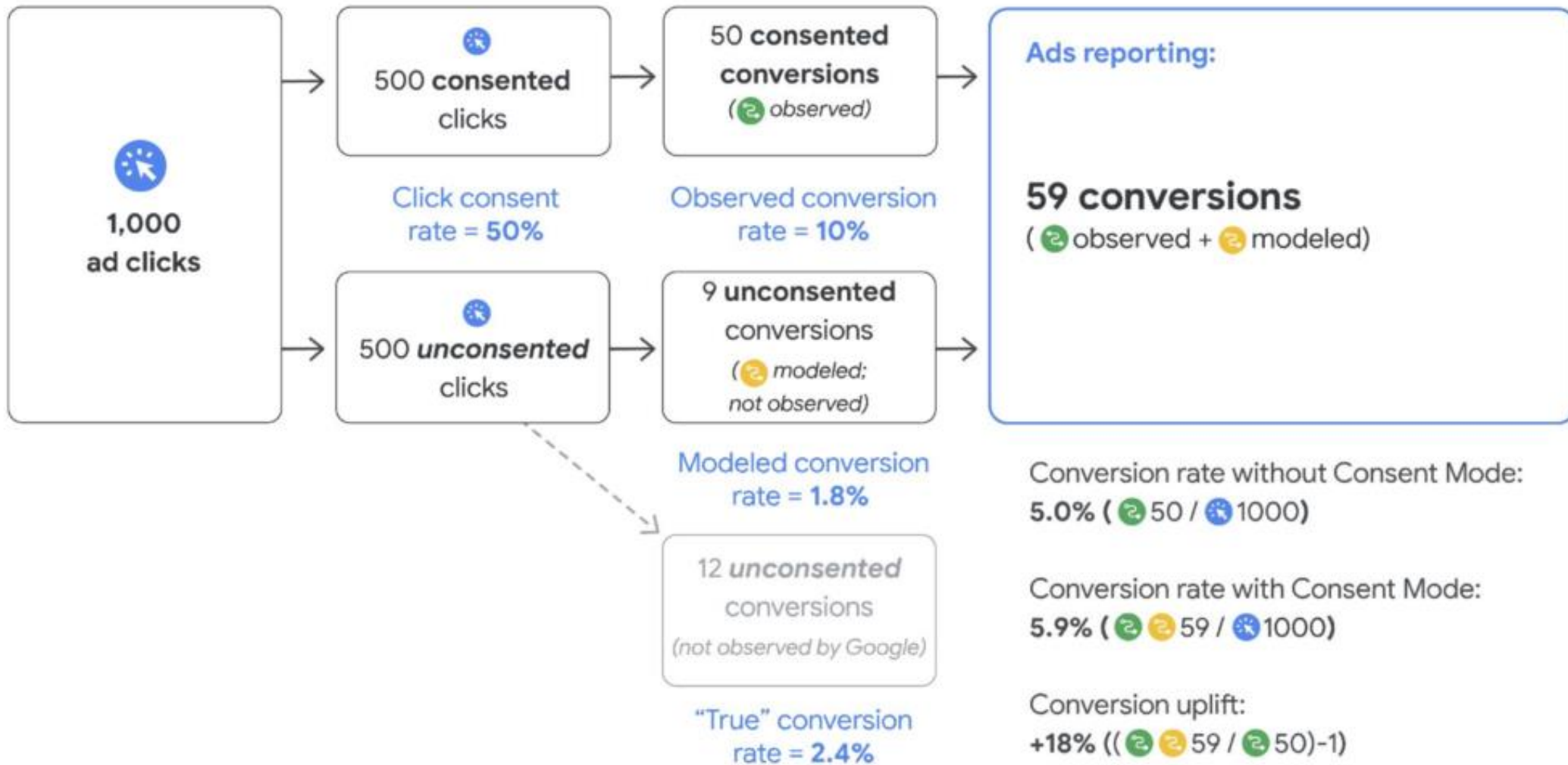
# What Happens when consent is denied

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- ✓ No new advertising cookies are written and read.
- ✓ No Individual identifiers used
- ✓ Tags send cookieless pings.
- ✓ Google will receive ad interactions and online conversions
- ✓ Data modelling used by Google to guesstimate conversions!
- ✓ Minimum data required for modelling



# Modelled Conversions Example





# What's Changing with the Latest Consent Mode

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**Consent Mode currently has two different marketing consent categories:**

- **ad\_storage** (advertising cookies)
- **analytics\_storage** (analytics cookies)



# What's Changing with the Latest Consent Mode

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Consent Mode currently has two different marketing consent categories:

- **ad\_storage** (advertising cookies)
- **analytics\_storage** (analytics cookies)



Consent Mode V2 simply adds 2 more parameters:

- **ad\_user\_data** (consent for personal data being used for advertising purposes)
- **ad\_personalization** (consent for remarketing purposes)

# What does the change mean?

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1. Your cookie banner simply needs to send these additional consent signals to Google
2. Many Cookie Management Consent Tools will have this included
3. If not you will have to communicate this via your own means

Type	On-page Default	On-page Update
ad_storage	Denied	Granted
analytics_storage	Denied	Granted
functionality_storage	Denied	Granted
personalization_storage	Denied	Granted
security_storage	Granted	Granted
ad_user_data	-	Granted
ad_personalization	-	Granted

# Award-Winning Marketing Sim

*Let us prove it*

Type	On-page Default	On-page Update
ad_storage	Denied	Granted
analytics_storage	Denied	Granted
functionality_storage	Denied	Granted
personalization_storage	Denied	Granted
security_storage	Granted	Granted
ad_user_data	-	Granted
ad_personalization	-	Granted



### This website uses cookies

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

Allow all

Customize >



# Getting Setup with Consent Mode

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# Getting Started with Consent Mode

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If you need to engage in personalized advertising:

1. [Set up a consent banner](#) on your website:
2. If you use a [Google-certified consent management platform \(CMP\)](#), make sure you enable consent mode in the banner settings. Your CMP provider will automatically update to the newest version of consent mode. (RECOMMENDED OPTION)
3. If you maintain your own banner, [implement consent mode v2](#) via Google scripts.



# Cookie Management Platforms (CMP)

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See Google's recommended Consent Partners  
<https://cmppartnerprogram.withgoogle.com/>

# Why Use a CMP

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- ▶ Fully customizable cookie consent banner
- ▶ Geotarget the consent banner in real-time for visitors from relevant privacy-regulated countries and regions
- ▶ Auto Translation
- ▶ Captures & Scan all cookies
- ▶ Consent Mode Integration
- ▶ Cookie Management
- ▶ Stores consent logs
- ▶ Secure content storage
- ▶ Cookie Policy Generator





# CMP

- ▶ All settings , cookies and scripts managed via CMP interface

Domain Group: Anicca.co.uk

**Welcome to your Cookiebot settings!**  
Configure your banner here.

**Navigation**  
Navigate between tabs and choose your preferred settings. Use the checkmark icon every time you want to save changes, the arrow icon to go back to the previous version, and screen icons to preview changes on your banner and cookie declaration.

**First time configuration**  
To start collecting consents, add your domains, customize your banner in the "Banner" tab, and paste the Cookiebot CMP scripts from the "Your scripts" tab to your website to have the banner displayed.

Domains | **Banner** | Privacy Trigger | Declaration | Content | Your scripts

Where do you want your cookie banner to display? Add domains below.

Every month, we will scan these domains for cookies and tracking technologies in use. You pay a subscription fee for each domain name in this list.

+	Domain name	Scan frequency
	anicca.co.uk	Monthly

To enable cookie consent on internal domains for test, development and staging, add the internal domain as an alias.

+	Domain alias	Domain mapping
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# CMP For Cookie Banner Template Design

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## This website uses cookies

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services. Click "Manage cookies" if you would like to read more about our cookies and adjust your preferences. By clicking "Accept and continue", you agree to the use of all cookies as described in our Cookie declaration.

[Manage cookies](#)

[Decline](#)

[Accept and continue](#)

# CMP as a means to allowing update consent anytime



About us ▾

Blog

Webinars

Conference

Clients ▾

Contact



0116 254 7224

Analytics ▾

Paid ▾

PR ▾

Social ▾

SEO ▾

Creative ▾

Training ▾

Services ▾

## Cookie settings



### Your current state

- Necessary
- Preferences
- Statistics
- Marketing

Show details ▾

Powered by **Cookiebot**  
by Usercentrics

Withdraw your consent

Change your consent

Planning Digital  
Since 2007

UK  
PAID  
MEDIA  
AWARDS  
2023  
WINNER

# CMP For Generating Cookie Policy

## Cookie List

A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first-party cookies. We also use third-party cookies – which are cookies from a domain different than the domain of the website you are visiting – for our advertising and marketing efforts. More specifically, we use cookies and other tracking technologies for the following purposes:

### Social Media Cookies

These cookies are set by a range of social media services that we have added to the site to enable you to share our content with your friends and networks. They are capable of tracking your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit. If you do not allow these cookies you may not be able to use or see these sharing tools.

Cookie Subgroup	Cookies	Cookies used
<a href="https://snap.licdn.com">snap.licdn.com</a>	In_or	Third Party
<a href="https://learn.adacore.com">learn.adacore.com</a>	In_or	Third Party

### Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

Cookie Subgroup	Cookies	Cookies used
adacore.com	<a href="#">_ga_xxxxxxx</a> , <a href="#">_ga</a> , <a href="#">_hjAbsoluteSessionInProgress</a> ,	First Party

# CMP for Visitor Consent Record Keeping

**CookieYes** + Add Site

## Visitor Consent Log

Details of all the consent provided by the visitors. You may use this record as a proof of consent in case of an audit. [Export as CSV](#)

IP Address	Country	Consent Status	Time and date
[REDACTED]	Brazil	rejected	2021-05-26 13:19:31
[REDACTED]	Spain	partially accepted	2021-05-26 13:18:52
[REDACTED]	United Kingdom	accepted	2021-05-26 13:17:59
[REDACTED]	United States	accepted	2021-05-26 13:06:42
[REDACTED]	India	rejected	2021-05-26 13:06:08
[REDACTED]	India	partially accepted	2021-05-26 13:05:33
[REDACTED]	United States	accepted	2021-05-26 13:02:42

# CMP Statistics and Much More

**Statistics**

Welcome to your consent analytics center. Here you'll find a more in-depth view of your websites consents.

Start date: 10/05/2021 End date: 09/06/2021 [Apply](#) [Download CSV](#)

<b>6514</b> In total	<b>2378</b> Denies	<b>4056</b> Performance	<b>4053</b> Functional	<b>4048</b> Advertising	<b>73</b> Withdrawals
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**Number of consents for given period.**  
Here you'll find an overview of the consent actions taken during the timeframe set above. The number of Opt-ins represents users who accepted at least 1 other category than necessary. Opt-outs is the number of people who denied cookies or accepted only necessary ones.

**Consents per device type.**  
Here you can see how the total number of consents can be divided over the devices your website visitors use.

Mobile: 1206 (18.51%)
Tablet: 76 (1.17%)
Desktop: 5220 (80.14%)
Other: 12 (0.18%)

**Acceptance rate per device and category.**  
This graph provides insights in to the acceptance rate per device type per category. And per device type that accepted all categories of cookies on your website.

[Help](#)

# Ways To Implement a Cookie Banner & Consent Mode

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1. Install via Google Tag Manager (GTM). Preferred option for consent mode.



2. Implement via plugin (WordPress, Shopify)



3. Install via on page code

# How CMPS work

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- ▶ Most CMPS offer auto blocking cookie features
- ▶ Google Tag Manager will need to be configured separately to abide by consent



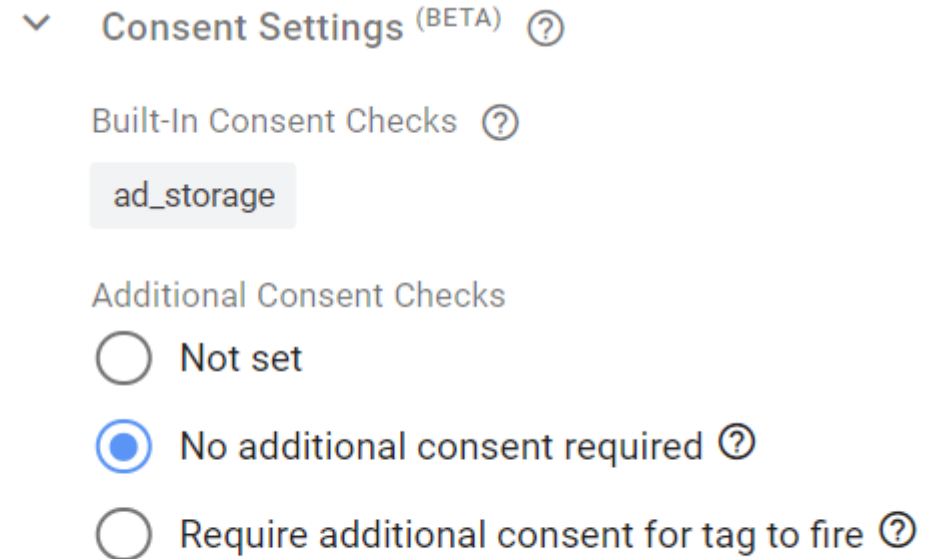


# Banner Setup Walkthrough & GTM

# Firing Google Tags Based on Consent – GTM Example

- ▶ All Google Tags have built in consent already, so do not need to be touched. Google Tags will still fire when consent is denied
- ▶ Tags with built in consent = Google Analytics, Google Ads\*, Floodlight, Conversion Linker

*\* includes Google Ads Conversion Tracking and Remarketing; support for Phone Call Conversions pending.*



▼ Consent Settings (BETA) ?

Built-In Consent Checks ?

ad\_storage

Additional Consent Checks

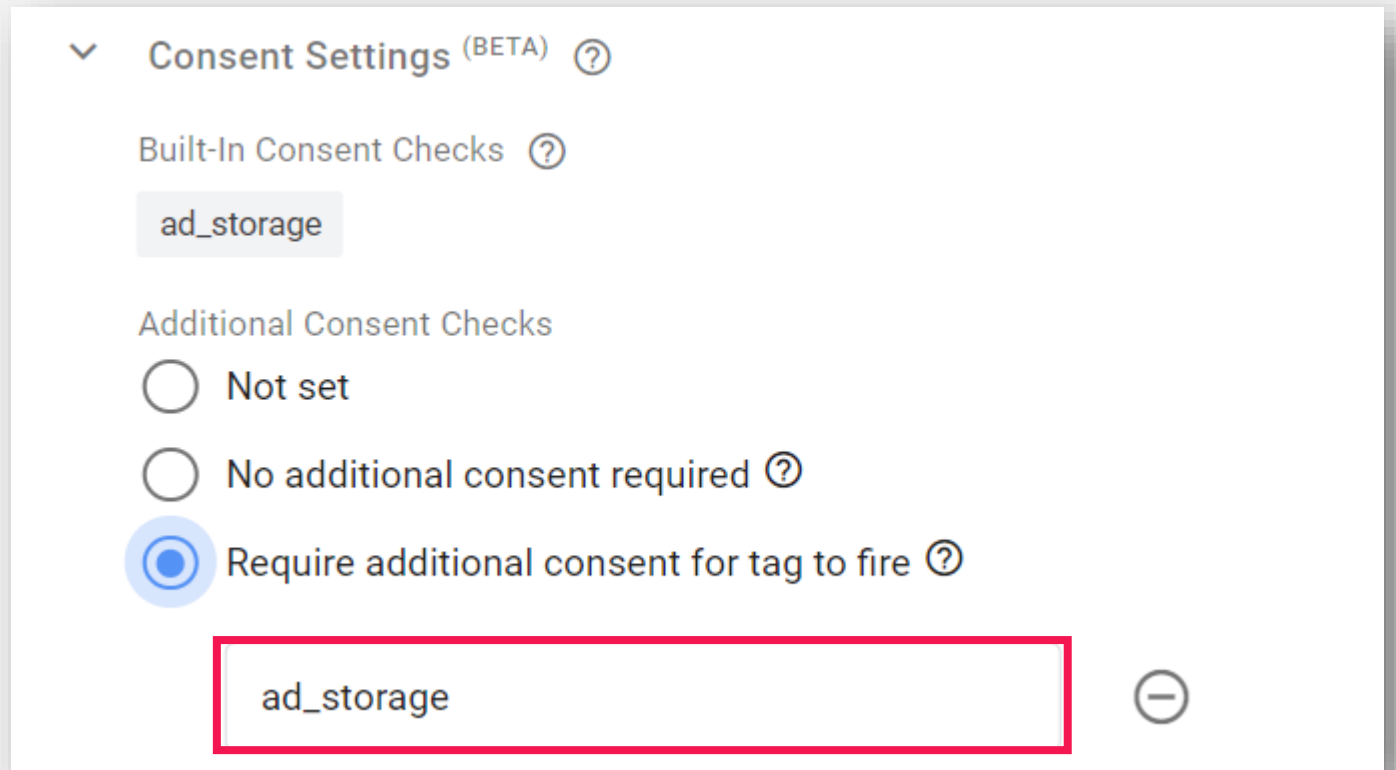
Not set

No additional consent required ?

Require additional consent for tag to fire ?

# Firing NON Google Tags Based on Consent – GTM

- Non Google Tags will have to consent rule manually applied to them if using Google Tag Manager
- For example `ad_storage` or `analytics_storage` will have to be explicitly stated



# Check for Existing Consent

Summary

◆ Digital Marketing Age...

18 Timer

17 Container Loaded

16 cookie\_consent\_update

15 Set

14 Consent

13 cookie\_consent\_marke...

12 cookie\_consent\_statist...

11 cookie\_consent\_prefer...

10 Set

9 Window Loaded

8 DOM Ready

7 Container Loaded

6 Initialization

5 Set

API Call

```
gtag("consent", "update", {  
  ad_storage: "granted",  
  ad_user_data: "granted",  
  ad_personalization: "granted",  
  analytics_storage: "granted",  
  functionality_storage: "granted",  
  personalization_storage: "granted",  
  security_storage: "granted"  
})
```

Output of GTM-T938G6

Tags

Variables

Event Consent State

Type	On-page Default	On-page Update
ad_storage	Denied	Granted
analytics_storage	Denied	Granted
functionality_storage	Denied	Granted
personalization_storage	Denied	Granted
security_storage	Granted	Granted
ad_user_data	-	Granted
ad_personalization	-	Granted

In Google Tag Assistant – select the earliest **Consent** event.

In the **API Call** section, check that the following parameters were set: ad\_storage, ad\_personalization, ad\_user\_data, analytics\_storage.

Use  
Google  
Tag  
Assistant



# Summary

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# Summary

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1. Review your consent banner setup – are you obtaining consent from users
2. Are your pixels and tags abiding by consent status
3. Understand where your pixels are located i.e GTM, Plugin or On Page
4. Determine whether google consent mode is implemented for your tags!
5. Are you clearly stating how & what cookies are used on your website
6. Are you providing sufficient means to allow users to manage cookies

# Thank you

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[ed@anicca.co.uk](mailto:ed@anicca.co.uk)

[Anicca.co.uk](http://Anicca.co.uk)



thanks  
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# Google Tag Manager and GDPR

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- Google Tag Manager is GDPR compliant and allows you to use tags across multiple domains with a single installation. It also gives you full control over the data that is being sent to your website, allowing you to have complete transparency over what data is being collected.



# Verify Implementation

The screenshot shows the Chrome DevTools Network tab. The filter 'gcs' is applied to the network log. A request is selected, and the 'Payload' tab is active, displaying the query string parameters. The parameters are as follows:

Parameter	Value
v	2
tid	G-WX15RJ0HZZ
gtm	45je41t0h2v868966586
_p	1706626485203
_gaz	1
gcs	G111
gcd	11r1r1r1r5
dma	0
gdid	dMWZhNz
cid	682261605.1706626486
ul	en-gb
sr	590x726
uaa	
uab	64
uafvl	Not%20A(Brand;99.0.0.0 Google%20Chrome;121.0 Chromium;121.0.6167.85
uamb	1

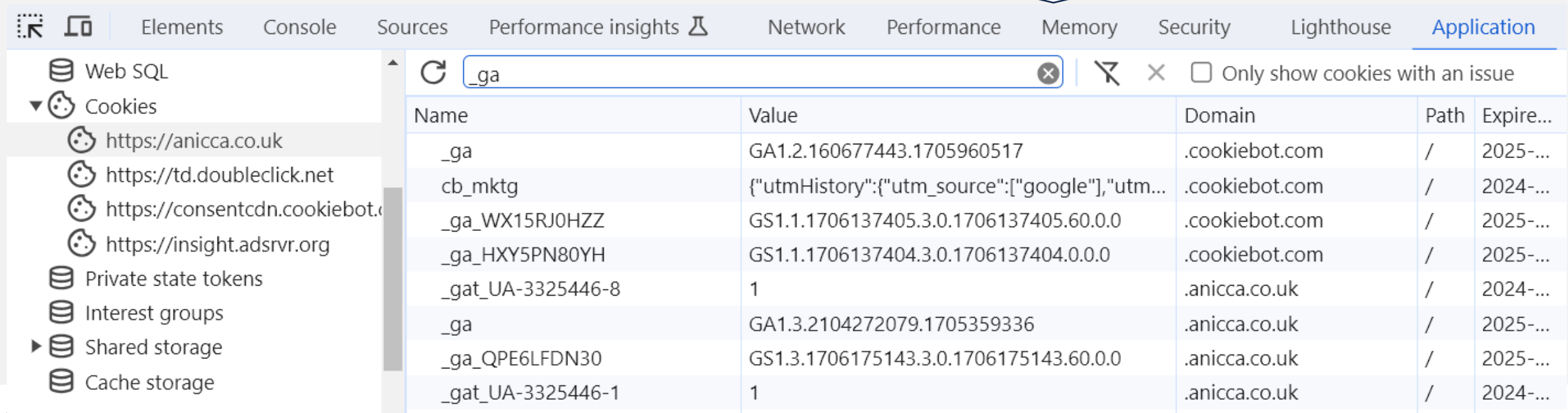
# Common Cookies

**\_ga,** (Google Analytics)

**\_gads** (Google Ads)

**\_fbp** (Facebook)

On page cookies can be seen within the browser, by going to Developer Tools (Ctrl+shift+I) . Then going to the Application > Cookies tabs



The screenshot shows the Application tab in browser developer tools. The left sidebar shows the 'Cookies' section expanded for the domain 'https://anicca.co.uk'. The main pane displays a table of cookies with columns for Name, Value, Domain, Path, and Expires. The search filter is set to '\_ga'.

Name	Value	Domain	Path	Expires
_ga	GA1.2.160677443.1705960517	.cookiebot.com	/	2025-...
cb_mktg	{"utmHistory":{"utm_source":["google"],"utm...	.cookiebot.com	/	2024-...
_ga_WX15RJ0HZZ	GS1.1.1706137405.3.0.1706137405.60.0.0	.cookiebot.com	/	2025-...
_ga_HXY5PN80YH	GS1.1.1706137404.3.0.1706137404.0.0.0	.cookiebot.com	/	2025-...
_gat_UA-3325446-8	1	.anicca.co.uk	/	2024-...
_ga	GA1.3.2104272079.1705359336	.anicca.co.uk	/	2025-...
_ga_QPE6LFDN30	GS1.3.1706175143.3.0.1706175143.60.0.0	.anicca.co.uk	/	2025-...
_gat_UA-3325446-1	1	.anicca.co.uk	/	2024-...

# Consent Types

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GTM Consent type	Cookiebot type	Description
ad_personalization	marketing	Enables the use of personal data for advertising purposes such as remarketing or interest-based targeting.
ad_storage	marketing	Enables browser storage (such as cookies) related to advertising.
ad_user_data	marketing	Allows the collection of personal data for advertising purposes.
analytics_storage	statistics	Enables browser storage (such as cookies) related to analytics e.g. visit duration.
functionality_storage	preferences	Enables browser storage that supports the functionality of the website or app e.g. language settings.
personalization_storage	preferences	Enables browser storage related to personalization e.g. video recommendations.
security_storage	necessary	Enables browser storage related to security such as authentication functionality, fraud prevention, and other user protection. Users will be informed about the specific storage purposes in the cookie declaration, but this type does not require consent from the end user.

# Obtaining Consent

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- Obtain consent
- It is your responsibility to obtain users' consent on your website or app. You can implement a consent banner or other custom consent solution, or use a Consent Management Platform (CMP).

# Communicating Consent

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- You must then communicate users' choices, or [consent state](#), to Google. Many CMPs handle sending the consent state to Google. If you implement a custom consent solution, you must implement a method to send the consent state to Google.
- To communicate consent state to Google, you can use either:
  - [Consent mode](#)
  - [IAB Europe Transparency & Consent Framework \(TCF\)](#)

Both options allow Google tags to honor the user choices you send to Google.

# Types of Consent

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There Are Four Types of Consent

- **ad\_storage** concerns Google Tags' access to advertising cookies
- **analytics\_storage** concerns Google Tags' access to analytics cookies
- **ad\_user\_data** concerns whether Google's advertising services can collect first-party user data, User ID for Ads, or conversions exported from Google Analytics 4
- **ad\_personalization** concerns whether Google's advertising services can make use of the user's data for remarketing purposes.

# Basic Vs Advanced Consent Mode

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## •Basic vs. Advanced Consent Mode

- "Basic" means that Consent mode is active on the page, but if the user does not consent to their data being collected by a specific Google services, then any related tags and libraries are disabled.
- "Advanced" means that Consent Mode is active on the page, and data is collected from users regardless of whether they grant or deny consent.

# Timeline

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- The new signals **ad\_user\_data** and **ad\_personalization** need to be activated by **March 2024** if Google's remarketing and audience building capabilities want to be used in advertising services.
- Google Analytics 4 does **not** currently seem to require Consent Mode (unless linked to advertising services), and Ads Conversion Tracking seems likely to work fine without, too.



# What is Google Consent Mode V2

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In V2, the original Consent Mode signals (`ad_storage` for advertising cookies and `analytics_storage` for analytics cookies) are complemented by two additional signals:

- `ad_user_data`: does the user consent to their personal data being used for advertising purposes?
- `ad_personalization`: does the user consent to their data being used for remarketing?

# What Impact will Not Having Consent Mode V2

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- Advertisers within the EEA must adhere to the EU consent policy to use ad personalization
- To keep using **measurement**, **ad personalization**, and **remarketing** features, you must collect consent for use of personal data from end users based in the EEA and share consent signals with Google.
- Google Ads, GA4
- Remarketing
- Remarketing, conversion export and bidding optimization
- Demographic and Interest reports

# Data Without Consent

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- [Consent mode modeling](#) is available in Google Ads for users that meet all [eligibility requirements](#). Modeled conversions will appear in the “Conversions” column and be reflected in all downstream reports that use this data. You can view your consent mode status to find out if your consent mode is implemented and if your modeling is active, and you can view the consent mode impact results to determine the impact of modeling on your conversion volumes. [Learn more About consent mode impact results](#)

# Data Without Consent - Analytics

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## **analytics\_storage='denied':**

- Won't read or write first-party [analytics cookies](#).
- Cookieless pings will be sent to Google Analytics for basic measurement and modeling purposes.

# Data Without Consent - Ads

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## **ad\_storage='denied':**

- Cookies aren't used for advertising purposes.
- Existing first-party advertising cookies won't be read.
- Requests are sent through a different domain to avoid previously set third-party cookies from being sent in request headers.
- Google Analytics **won't read or write Google Ads cookies, and Google signals** features won't accumulate data for this traffic.
- IP addresses used to derive IP country, but are never logged by our Google Ads and Floodlight systems and are immediately deleted upon collection.
  - **Note:** Google Analytics collects IP addresses as part of normal internet communications. [Learn more about IP Anonymization \(or IP masking\) in Universal Analytics](#)
- Other fields normally collected by advertisers' tags (for example, order id, value) are still sent.
- Full page URL is collected and may include ad-click information in URL parameters (for example, GCLID or DCLID). Ad-click information will only be used to approximate accurate traffic measurement.