

Consent Mode Implementation Template

Background

Template to plan implementation of Consent Mode

1. Setup & Planning

- Decide on your consent management platform (CMP): e.g., OneTrust, Cookiebot, Quantcast
- Decide which platforms need consent-based tagging (e.g., Google Ads, GA4, Meta Pixel, TikTok Pixel or all). Typically you want all of them to have them.
- List all tag types: conversion, re-marketing, analytics, A/B testing etc.
- Decide which tags fall under which category:

Consent Category	Description	Consent Mode Signals
ad_storage	Ad-related storage, like conversion tracking or remarketing pixels	granted / denied
analytics_storage	Analytics tools that track user behavior (e.g., GA4, Hotjar)	granted / denied
functionality_storage	Features that enhance user experience (e.g., language settings)	granted / denied
security_storage	Tags that ensure site security or prevent fraud (e.g., bot detection)	granted / denied
personalization_storage	Customizes user experience (e.g., recommended products, A/B testing tools)	granted / denied

Consent Mode Tag Categorization Template

This document outlines how common tag types map to Consent Mode categories.

Tag Name / Vendor	Purpose	Consent Category	Notes
Google Ads (gtag/remarketing)	Conversion tracking, remarketing	ad_storage	Disable until ad_storage is granted
GA4 (Google Analytics)	Website analytics	analytics_storage	Use Consent Mode defaults
Meta Pixel	Ad performance + remarketing	ad_storage,	Add custom consent

(Facebook)		analytics_storage	triggers in GTM
Hotjar	Session replay + heatmaps	analytics_storage	May also require personalization_storage
A/B Testing Tools (Optimizely)	Site experiments	personalization_storage	Fire only when consent is granted
Cloudflare Bot Management	Bot protection	security_storage	Should fire even when no consent is given
OneTrust or Cookiebot	Consent banner and preferences	functionality_storage	Should always be allowed to fire
Intercom / Drift	Chat widgets	functionality_storage, personalization_storage	Often requires both categories
Shopify or BigCommerce Tracking	Purchase and session tracking	analytics_storage, ad_storage	Check platform documentation

2. Core Consent Mode Script

Either on the page code itself, or within your tag manager, place this script in the <head> before any other tags:

```
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}

  gtag('consent', 'default', {
    ad_storage: 'denied',
    analytics_storage: 'denied',
    functionality_storage: 'denied',
    personalization_storage: 'denied',
    security_storage: 'granted'
  });
</script>
```

3. Consent Update Script (Triggered by CMP)

This should be triggered when the user makes a choice (either via banner or on privacy choices section of your site):

example:

```
<script>
gtag('consent', 'update', {
  ad_storage: 'granted',
  analytics_storage: 'granted'
});
</script>
```

4. GTM Tag Configuration

For each tag: trigger **only** after consent, use consent initialization, require storage types

5. Meta & Other Tags

Block pixel until consent via type="text/plain" or dynamic injection

6. Debugging & QA

Use Tag Assistant, test regions via VPN, check `dataLayer` and consent events