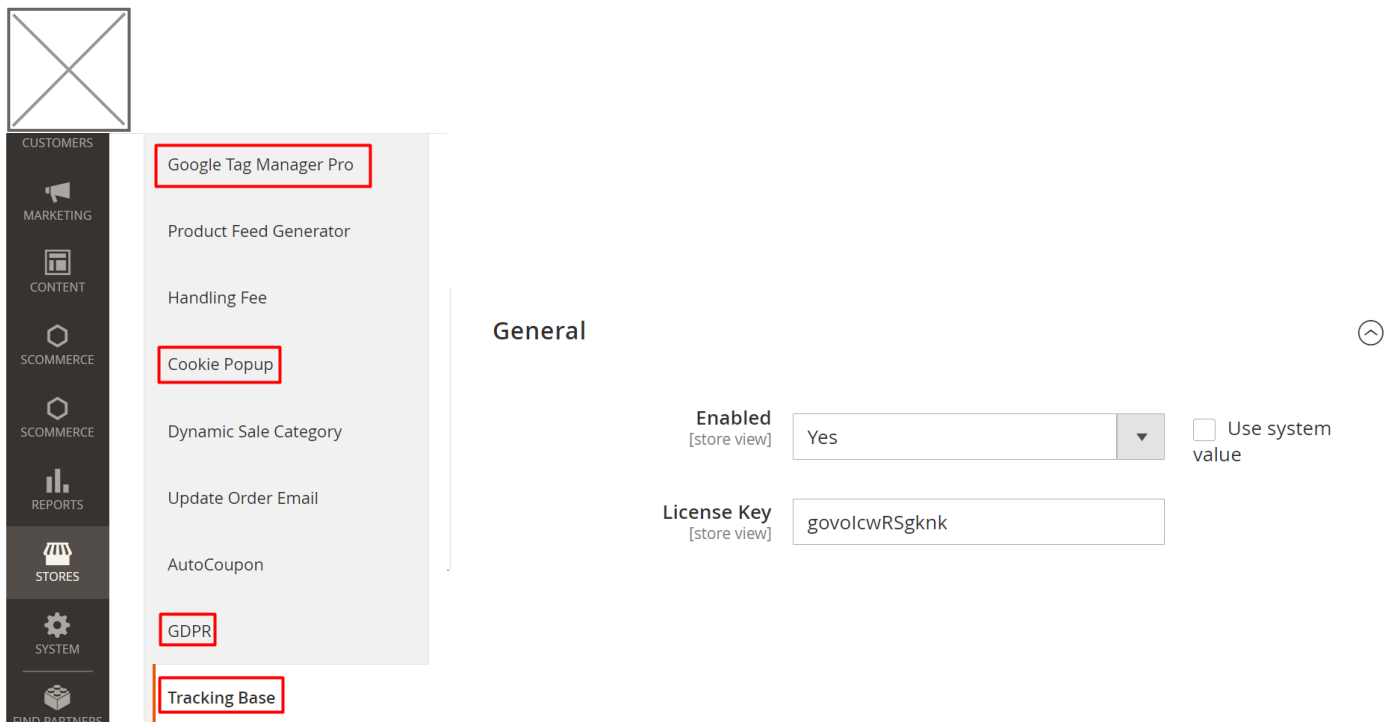


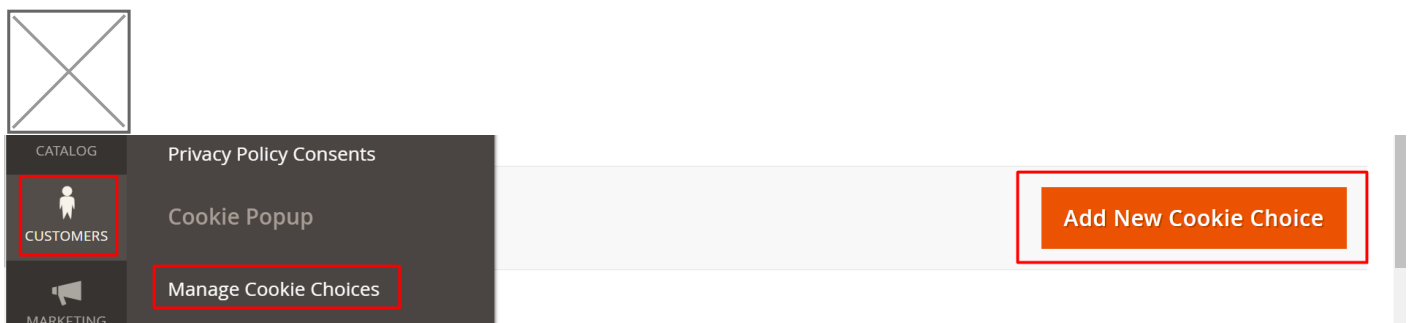
Magento 2 Consent mode's setup guide

IN MAGENTO

1. Once you have installed the modules **“Google Tag Manager Pro Tracking”**, **“Tracking Base”**, **“Cookie Popup”** and **“GDPR”**, enable them and enter the correct license key.



2. After that, go to **“Customers”** -> **“Manage Cookie Choices”** and click on **“Add new Cookie Choice”** to set up cookie choices in the Cookie Popup extension.



2a. You can do the setup of a new cookie as shown in the below image or you can create your own cookie/s. Please note that **“Cookie Name”** and **“Set by default”** are the most important fields as they would be used in the cookie mapping as described in the later steps.



Edit Choice: Analytics Cookies (8)

[← Back](#)[Delete](#)[Reset](#)[Save and Continue Edit](#)[Save](#)

Choice Name *

Cookie Name *

Store View * ?

- Main Website**
 - Main Website Store**
 - Default Store View
 - German View
 - Second Website**
 - Second Website Store**
 - Second Default Store View
 - teststoreview

Choice Description *

Cookies Created By

Required *

When set to YES then this cookie value /setting will always be set to YES and customers will not be able to change the value

GTM *

When set to YES, GTM should fire when this cookie value / setting is set to YES

Set By Default *

When set to YES, this cookie value/setting will be YES by default, unless you also choose YES for FORCE DECLINE in configuration settings. If you do that, the cookie value/setting will be NO and this option will not matter.

2b. Once you have created a cookie or multiple cookies, your setup should resemble the below image-



Manage Choice List

[Add New Cookie Choice](#)

<input type="checkbox"/>	ID ↓	Choice Name	Cookie Name	Store View	Required	Action
<input type="checkbox"/>	1	Strictly Necessary Cookies	required_cookies	All Store Views	No	Select ▼
<input type="checkbox"/>	2	Performance Cookies	performance_cookies	All Store Views	No	Select ▼
<input type="checkbox"/>	3	User Data Cookie	userdata_cookie	All Store Views	No	Select ▼
<input type="checkbox"/>	4	Marketing Cookies	marketing_cookie	All Store Views	No	Select ▼
<input type="checkbox"/>	8	Analytics Cookies	analytics_cookie	All Store Views	No	Select ▼

- Now, go to **“System”->“Configuration”->“Tracking Base”**. Scroll down and you would see the field **“Enable Consent Mode”**, enable it in order to enable the consent mode. Then, go to **“Cookie mapping”**, add the **“Consent Param”** that are given in the description (**personalization_storage, functionality_storage, security_storage** are not mandatory for correct consent setup), set the **“Default value”** of the consent parameter as **“granted”** or **“denied”** based on the **“Set by default”** (step 2a) value of the cookie. Use the **“Cookie Name”** that you used while creating the cookies. For example- **analytics_storage**, if you want to do mapping of this consent param with Analytics cookie then in the field **“Cookie name”** add **“analytics_cookie”** because this cookie name was used when you were creating cookies (step 2a). While creating the cookie (in this case Analytics cookie), if the value of **“Set by default”** is set to **“No”** then while doing the mapping the **“Default value”** of the consent param (in this case analytics_storage) that is associated with that cookie should be set to **“denied”** or vice versa.



Enable Consent mode [store view]

Use system value

This setting activates [Google Consent Mode v2](#). It lets us control how Google tags use user consent and protect user data

Cookie mapping [store view]

Consent Param	Default Value	Cookie name	Action
<input type="text" value="ad_storage"/>	<input type="text" value="Denied"/>	<input type="text" value="marketing_cookie"/>	
<input type="text" value="ad_personalization"/>	<input type="text" value="Denied"/>	<input type="text" value="marketing_cookie"/>	
<input type="text" value="ad_user_data"/>	<input type="text" value="Denied"/>	<input type="text" value="userdata_cookie"/>	
<input type="text" value="analytics_storage"/>	<input type="text" value="Denied"/>	<input type="text" value="analytics_cookie"/>	
<input type="button" value="Add"/>			

This setting defines the mapping between user preference cookies and the corresponding Google Consent Mode parameters **ad_storage**, **ad_user_data**, **ad_personalization**, **analytics_storage**. Cookie preference cookie could be set using our [GDPR extension](#) or any Consent Management Platform (CMP).

On Magento's end consent mode setup is complete.

In GTM

1. Open the container that is connected with our GTM module, go to **“Admin”->“Container Settings”** and enable consent overview present in the additional settings.



Tag Manager | All accounts > Magento 2 | magento2.scommerce-mage.co.uk

Workspace | Versions | **Admin**

ACCOUNT: **Magento 2** +

CONTAINER: **magento2.scommerce...** + **GTM-PTN7FN**

| >

✕ Edit container

Container name

magento2.scommerce-mage.co.uk

Target platform



Web

For use on desktop and mobile web pages

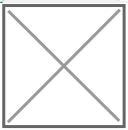
Default workspace name

Default Workspace

Additional Settings



Enable consent overview (BETA) [?](#)



2. Go to **“Workspace”**->**“Tags”** -> click on **“Consent Overview”** (shield) and set up consent for each tag. Make sure to select **“No additional consent required”** for Tags that already have **“Built-In Consent”**. These tags are generally Google related tags.



Bing Ads



Once per page



> Tag Sequencing ?

> Additional Tag Metadata ?

∨ Consent Settings ^(BETA) ?

Additional Consent Checks

Not set

No additional consent required ?

Require additional consent for tag to fire ?

ad_storage



+ Add required consent

On GTM's end consent mode setup is complete.

Verification

1. In order to verify whether the consent mode is working as per the configuration you have set or not, you can preview your changes and compare them with the frontend as shown in the below images. All the values should be the same.



3 Google tags found GTM-PTN7FN G-FWXJFY956H AW-XXXXXXXXXX

Summary

- Home Page
- 8 Trigger Group
- 7 Window Loaded
- 6 DOM Ready
- 5 Container Loaded
- 4 view_item_list
- 3 fireRemarketingTag_ho...
- 2 Consent
- 1 Consent**

API Call

```
gtag("consent", "default", {...})
```

Output of GTM-PTN7FN

Tags	Variables	Data Layer	Consent
Event Consent State			
Type	On-page Default	On-page Update	
ad_storage	Granted	-	
analytics_storage	Granted	-	
ad_user_data	Granted	-	
ad_personalization	Granted	-	

3 Google tags found GTM-PTN7FN G-FWXJFY956H AW-XXXXXXXXXX

Summary

- Home Page
- 8 Trigger Group
- 7 Window Loaded
- 6 DOM Ready
- 5 Container Loaded
- 4 view_item_list
- 3 fireRemarketingTag_ho...
- 2 Consent**
- 1 Consent

API Call

```
gtag("consent", "update", {...})
```

Output of GTM-PTN7FN

Tags	Variables	Data Layer	Consent
Event Consent State			
Type	On-page Default	On-page Update	
ad_storage	Granted	Granted	
analytics_storage	Granted	Denied	
ad_user_data	Granted	Granted	
ad_personalization	Granted	Granted	

Cookie Preferences

Strictly Necessary Cookies **User Data Cookie** **Marketing Cookies** **Analytics Cookies**

Performance Cookies

User Data Cookie

Marketing Cookies

Analytics Cookies

Cookies are used by Google Ads Conversion Tracking

Cookies are used by Facebook Remarketing, Google Remarketing, YouTube

Cookies are used by Google Analytics

Accept All Save Choice

Application

Manifest

Service wo

Storage

Storage

Local stora

Session stc

https://r

https://t

IndexedDE

Web SQL

co

https://magento2.scommerce-mage.co.uk

Origin https://magento2.scommerce-mage.co.uk

Key	Value
consentDefault	{"ad_storage":"granted","ad_personalization":
▼ {ad_storage: "granted", ad_personalization: "granted", ad_user_data: "granted",...} ad_personalization: "granted" ad_storage: "granted" ad user data: "granted" analytics_storage: "denied"	

Elements Console Sources Network Performance Memory Application Security >>

Application

Manifest

Service wo

Storage

Storage

Local stora

Session stc

IndexedDE

Web SQL

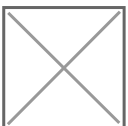
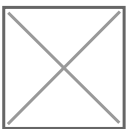
Cookies

https://r

_coo

Only show cookies with an issue

Name	Value	Domain	P.	Expi...	Size	Http..
analytics_cookie	0	.magento...	/	202...	17	
marketing_cookie	1	.magento...	/	202...	17	
performance_cookies	1	.magento...	/	202...	20	
required_cookies	1	.magento...	/	202...	17	
userdata_cookie	1	.magento...	/	202...	16	



Revision #1

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