

Introducing: Consent Mode

A feature that helps advertisers operating in the European Economic Area and the United Kingdom to measure **conversions** while respecting user **cookie** consent choices.

Consent Mode allows you to adjust how your **Google Tags*** behave based on your users' consent status for cookies for Analytics purposes and for cookies for Advertising purposes. It enables Google's tags to dynamically adapt, only utilizing measurement tools for the specified **purposes** when consent has been given by the user.

We then use **conversion modeling** to fill conversion measurement gaps where we are unable to directly tie users' ad interactions to conversions.

How it works

1. User navigates to your website and indicates consent status (for ads and/or analytics storage).



2. Consent Mode will tell Google tags whether they have permission to use cookies for ads and analytics.



3. When the user does not consent, the relevant Google tags will adjust their behavior to not use associated cookies. When the user consents, Google will observe data as normal.



4. With modeling, Google surfaces the most accurate data in your account to enable better reporting and optimization.



What are we solving for? **

Cookie Settings



Confirm Selection

Updates to consent banner on website



Users decline to consent to cookies[†]



Potential drop in measured conversions



Less conversion data to feed downstream systems



Less confidence in bidding and optimization

Requirements

- EEA+UK advertisers that have implemented a consent banner that is blocking Google tags based on users' choices.
- Advertiser is using gTag or Google Tag Manager. Legacy tags (conversions.js, analytics.js) are not supported).

*Google Tags (includes Google Ads Conversion Tracking and Remarketing), Floodlight, and Google Analytics. Legacy tags (conversions.js, analytics.js) are not supported.

**This is a mock-up: It is neither a best practice nor vetted to conform with GDPR/ePrivacy.

†Per Google policy, publishers and advertisers with users in the [EEA](#), must get consent to use cookies (where legally required).

Consent Mode introduces two new tag settings, *ad_storage* and *analytics_storage*, that manage cookies for advertising and analytics purposes for advertisers using the [global site tag](#) or [Google Tag Manager](#).

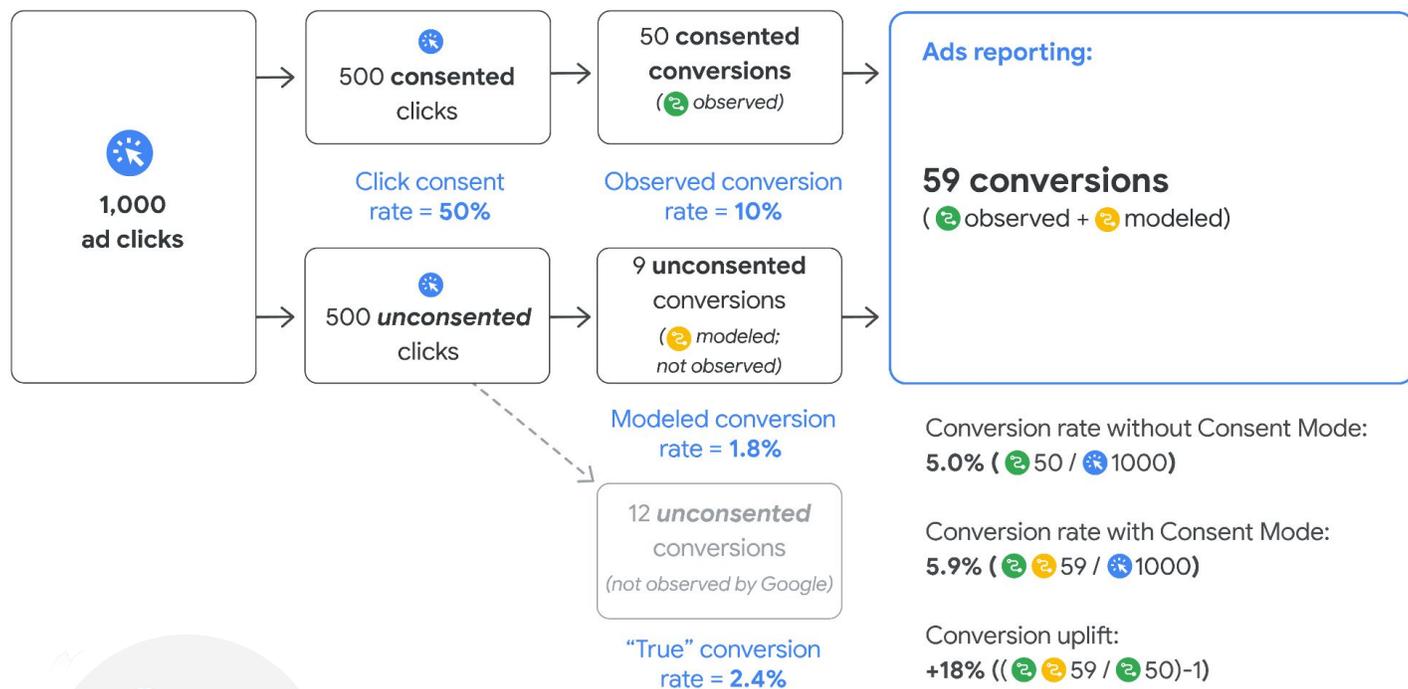
How does it work with Ads products?

Once Consent Mode is implemented, advertisers will have access to a new tag setting, *ad_storage*, which controls cookie behavior for advertising purposes, including conversion measurement.

If a user does not provide consent for ads cookies, the relevant Google Tags* adjust accordingly and do not use ads cookies, instead measuring conversions at a more aggregate level.

Without cookies, advertisers are no longer able to directly tie users' ad interactions to conversions. To help close this gap, we launched [conversion modeling](#) through Consent Mode.

How consent modelling works



On average, Consent Mode recovers over 50% of ad click to conversion journeys lost due to consent choices.

How does it work with Google Analytics?

Consent Mode provides advertisers with a new tag setting, *analytics_storage*, which controls Analytics cookie usage.

When the *ad_storage* tag setting is disabled for unconsented users, Analytics will not **read** or **write** ads cookies, meaning that optional features that rely on [Google signals](#), like remarketing, will be disabled.

Analytics will adjust data **collection** based on user consent for each of the *ad_storage* and settings.

For example, if a user does not provide consent for ads cookies (and therefore advertising purposes are disabled), but does provide consent for analytics cookies, advertisers will still be able to measure site behavior and conversions in Analytics as the *analytics_storage* setting will be enabled.

*Google Tags (includes Google Ads Conversion Tracking and Remarketing), Floodlight, and Google Analytics. Legacy tags (conversions.js, analytics.js) are not supported.

How will my tags behave when users do not consent to ad and/or analytics cookies?

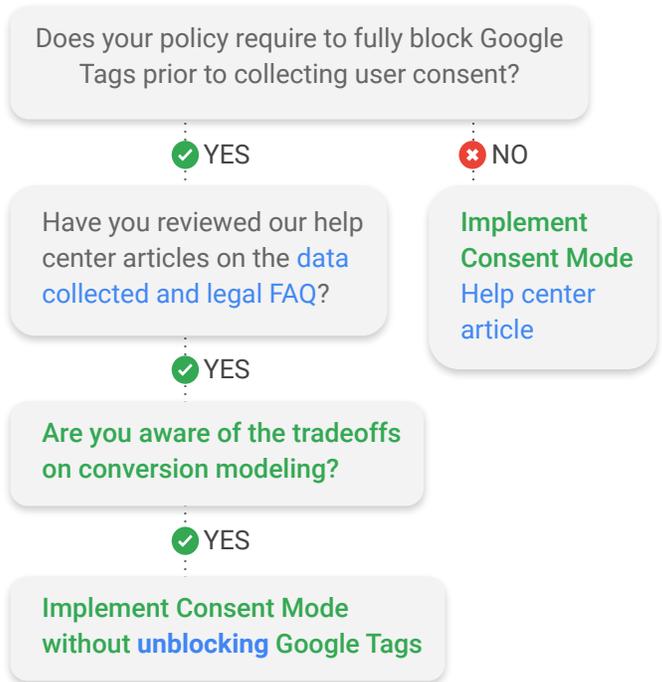
When a user does not consent to ad and/or analytics cookies (e.g. `ad_storage` or `analytics_storage='denied'`), we recommend advertisers use Consent Mode to send cookieless pings for more accurate modelling by unblocking Google Tags.

This means:

- when `ad_storage` is denied, Google will receive a cookieless [consent ping](#)* on every page and a cookieless [conversion ping](#) if a conversion occurs.
- when `analytics_storage` is denied, Google will receive a cookieless [analytics ping](#).

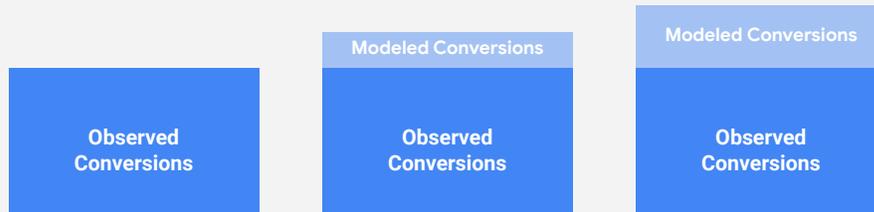
*Consent Mode cookieless pings are never used to track individual users across apps or websites, build remarketing lists or generate user profiles. See more [here](#).

Type of data sent



Comparing different implementation options for Consent Mode *

Recommended for most accurate modeling



>50% of ad-click-to-conversion journeys lost due to user cookie consent choices

Implementation set-up	Consent Mode is not implemented	Consent Mode is implemented but Google Tags are fully blocked (e.g: do not load) when a user has not consented to ads cookies	Consent Mode is implemented, Google Tags load on every page. Google Tags behavior is adjusted to meet user cookie consent choices via Consent Mode commands.
Additional data points collected when <code>ad_storage</code> is granted	None	Boolean indicating consent state	Boolean indicating consent state
Additional data points collected when <code>ad_storage</code> is denied?	None	None** (Network requests blocked from being made to Google. No HTTP communication established.)	Cookieless consent and conversion pings are sent through a different domain to avoid previously set third-party cookies from being sent in request headers.

*Illustrative chart only, observability and recovery rates vary by advertiser.

**If an advertiser chooses not to send a cookieless ping (tags blocked/tags do not fire) when `ad_storage` is denied, IP address, Ad-click Identifiers, URL, 3P Cookies, 1P advertising Cookies. Analytics Cookies are not sent to Google. Therefore, models have to rely on fewer signals which may impact accuracy.

Full details available in the [Consent Mode Help Center](#); As part of regular HTTP / browser communications, pings may include: Functional Information: time stamp, user-agent, referrer Aggregate / Non-identifying Information: random number generated on each page load, boolean indicating consent state, indication of whether the current page or a prior page in the user's navigation on the site included ad-click information in the URL (e.g., GCLID/DCLID) Other fields set by the advertiser: continue to be sent normally (e.g., order_id, conversion value)

No new cookies pertaining to advertising may be written. No existing first-party advertising cookies may be read.
 Cookieless consent and conversion pings may however include:
 1. IP addresses: Please note IP address is used to derive IP country, but is never logged by our Google Ads and Floodlight systems and are immediately deleted upon collection. We only use IP for country-level identification, consistent with the way every website with country specific content works.
 2. Page URL: By default, this may include ad-click identifiers (e.g: GCLID/DCLID) if they are present in the URL at collection. Advertisers can use the setting `ads_data_redaction='true'` to redact ad-click identifiers.

Considerations

Who should use Consent Mode?

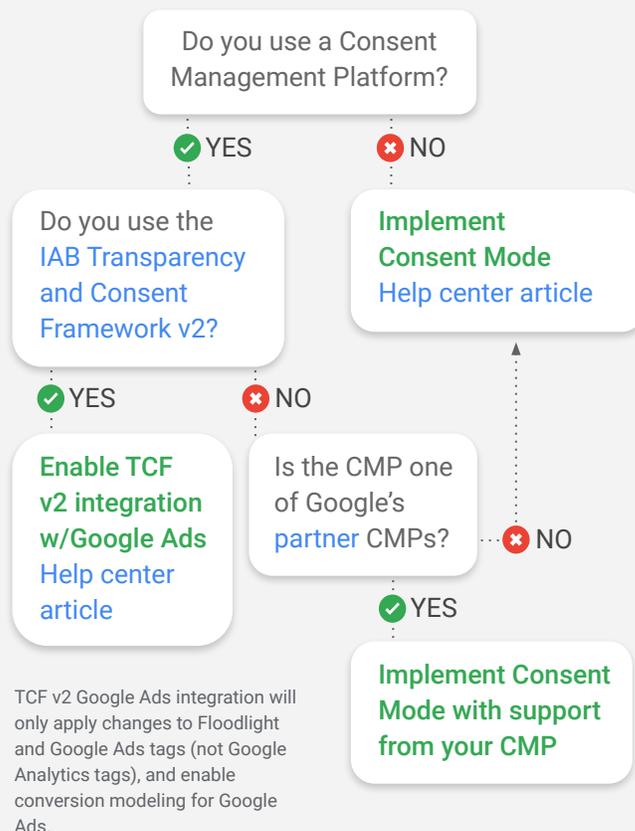


Primarily using Google Ads, SA360 or DV360 for conversion tracking
Consent Mode will allow modeling for lost conversions and simplify compliance if Google Analytics is simultaneously deployed.



Primarily using Google Analytics for conversion tracking
If not requiring consent for Analytics, Consent Mode will still simplify compliance for optional GA4 functions (like remarketing) prior to consent. If requiring consent for Analytics, Consent Mode will allow modeling for lost conversions and pre-enable customer for GA cookie-less mode. Consent Mode will form a durable part of Google Analytics' future privacy capabilities, including new features around cookieless measurement.

Implementation paths decision tree



Manual implementation steps

Add three lines of code alongside the standard gtag.js or Tag Manager snippet.



1. Configure default tag behavior

Call one line of code above your standard gtag.js or Google Tag Manager snippet to define whether *ad_storage* and *analytics_storage* should be granted or denied when the tags first run. Developers may need to dynamically adjust the values based on consent from previous pages.



2. Update tag behavior

Call one more line of code when consent is updated, e.g. after a visitor grants or denies consent. This allows your tags to 'listen' to the user's consent choice when clicking on the banner.



3. Unblock tags (optional)

Finally, unblock tags so that they can fire cookieless pings for unconsented users, respecting their consent status. This will help improve conversion modeling accuracy.

Note: If you decide to block tags (i.e., not fire tags when the user does not grant consent), it's still beneficial to implement Consent Mode. You may be eligible for conversion modeling, but it will be less precise to advertiser-specific biases.



4. Enable URL Passthrough (optional)

If enabled, *gclid* will be appended by your tags to the URL. This line can be added above the snippet with the 'default' line or as part of the existing snippet. Make sure to test to ensure this works well with your site.

Additional details: [Manage consent settings \(web\)](#)

Questions & Answers

What terms and conditions apply to Consent Mode?

Our clients do not need to sign a new agreement when implementing Consent Mode.

Consent Mode is not a standalone product and does not have its own processor/controller status.

Consent mode is available in Google Tag Manager, Google Analytics, DV360, SA360, CM360, and Google Ads. Since Consent Mode is a feature of the Google product in which you implement it for, the underlying product's terms, including the respective data processing terms, also apply to Consent Mode. Please refer to the Terms & Conditions for [Google Tag Manager](#), [Google Analytics](#), [Floodlight](#), and [Google Ads conversion tracking](#) and [Google Ads Processing terms](#) for additional information.

The underlying product's respective processor or controller GDPR terms are not affected by Consent Mode. You can review the [controller/processor statuses](#) of each Google product.

What is Google's Consent Mode position on PII and Personal Data?

Google's position on what is considered *PII* can be found [here](#) and for what is considered *Personal Data* see [here](#). Google cannot provide legal advice.

Is the IP address collected with Consent Mode?

There are three cases to consider depending on tags blocked or unblocked and ad storage denied or not:

1. **Ad_storage: granted and tags unblocked**
IP address is collected as part of regular HTTP protocols.
2. **Ad_storage: denied and tags unblocked**
If an advertiser chooses to send a cookieless ping, they would do this by unblocking their tags and letting them fire. We will then collect IP addresses as part of regular HTTP protocols.

(2. cont'd)

- For Ads and Floodlight, the IP address is collected and used to derive IP country, but it is deleted upon collection and not [logged](#).
 - For UA, IP addresses are collected but you may apply IP anonymization.
 - For GA4, IP addresses are not stored and discarded after the geo-lookup.
3. **Ad_storage: denied and tags blocked**
If an advertiser chooses not to send a cookieless ping (tags blocked/tags do not fire) when *ad_storage* is denied, the IP address is not logged.

What is Google's position on Consent Mode compliance?

We strongly believe that Consent Mode takes a user privacy-first approach.

Google built Consent Mode specifically to help customers navigate the consent landscape, and we would not openly commercialize a product if we did not believe it could help customers stay compliant with applicable law.

However, Google cannot give legal guidance and each customer is ultimately responsible for complying with all applicable laws and regulations.

We recommend working with your technical and legal teams to determine whether your own proposed implementation is compliant with applicable laws and regulations.

To support you in making that determination, our approach is to:

- provide detailed technical information about how we collect, process, and treat all data in the products, and
- clarify the value proposition to help you inform your assessment.

Consent Mode is a technical tool which offers multiple configuration options and you can select the configuration that meets your business needs and requirements.

Review the implementation options referenced in this document for Consent Mode and the impacts on measurement quality. For each implementation option, review [what data is collected](#).

Questions & Answers

What data do you collect?

Consent and conversion pings may include the following behaviors depending on the state of the consent settings and the configuration of your tags.

For a detailed overview of what data Consent Mode enables your tags to collect by setting configuration, you can read about [Consent Mode in Google Analytics](#) and [Google Ads](#) and see the table below.

Consent Mode settings menu as of Q4'22:

What is a GCLID/DCLID?

Google Click Identifier ([GCLID](#)) and DoubleClick Click Identifiers (DCLID) are parameters passed in the URL with ad clicks, to identify the campaign and other attributes of the click associated with the ad for ad tracking and campaign attribution. GCLIDs and DCLIDs are generated and assigned when a user clicks on an ad. For more details read, [How Google Ads tracks website conversions](#) and [How Google uses consent mode data](#).

Settings:	<i>ad_storage</i> = granted <i>analytics_storage</i> = granted	<i>ad_storage</i> = denied <i>analytics_storage</i> = denied URL Passthrough = true <i>ads_data_redaction</i> = false	<i>ad_storage</i> = denied <i>analytics_storage</i> = granted URL Passthrough = false <i>ads_data_redaction</i> = false	<i>ad_storage</i> = denied <i>analytics_storage</i> = granted URL Passthrough = false <i>ads_data_redaction</i> = true	<i>ad_storage</i> = denied <i>analytics_storage</i> = denied URL Passthrough = false <i>ads_data_redaction</i> = true
IP address:	Collected	Deleted Ads/Floodlight: collect and use to derive IP country, but not logged. UA: collects IP, can anonymize. GA4: not stored, discarded after country lookup	Deleted Ads/Floodlight: collect and use to derive IP country, but not logged. UA: collects IP, can anonymize. GA4: not stored, discarded after country lookup	Deleted Ads/Floodlight: collect and use to derive IP country, but not logged. UA: collects IP, can anonymize. GA4: not stored, discarded after country lookup	Deleted Ads/Floodlight: collect and use to derive IP country, but not logged. UA: collects IP, can anonymize. GA4: not stored, discarded after country lookup
Ad-click Identifiers: (e.g., GCLID, DCLID, AUID)	Collected Typically stored in 1P cookies	Recovered Ads: GCLID is passed in URL GA: <i>transient token</i> is passed in URL.	Hashed Not logged in raw form. GCLID will only be used to not over-inflate measurement.	Redacted For Ads/Floodlight only. Does not apply to GA.	Redacted For Ads/Floodlight only. Does not apply to GA.
URL:	Collected May include ad-click info in URL parameters (e.g., GCLID, DCLID)	Collected May include ad-click info in URL parameters (e.g., GCLID, DCLID)	Collected May include ad-click info in URL parameters (e.g., GCLID, DCLID)	Redacted Ads/Floodlight URLs with ad-click identifiers are redacted. Does not apply to GA.	Redacted Ads/Floodlight URLs with ad-click identifiers are redacted. Does not apply to GA.
3P Cookies: (previously set on google.com, doubleclick.net)	Enabled May be read and written	Disabled 3P cookies are prevented from being sent in headers	Disabled 3P cookies are prevented from being sent in headers	Disabled 3P cookies are prevented from being sent in headers	Disabled 3P cookies are prevented from being sent in headers
1P Advertising Cookies:	Enabled May be read and written	Disabled No new ads cookies written, existing ones will not be read	Disabled No new ads cookies written, existing ones will not be read	Disabled No new ads cookies written, existing ones will not be read	Disabled No new ads cookies written, existing ones will not be read
Analytics Cookies:	Enabled May be read and written	Disabled No 1P analytics cookies will be written or read	Enabled May be read and written	Enabled May be read and written	Disabled No 1P analytics cookies will be written or read

Ad_storage: denied and tags blocked: Network requests blocked from being made to Google. No HTTP communication established. If an advertiser chooses not to send a cookieless ping (tags blocked/tags do not fire) when ad_storage is denied, IP address, Ad-click Identifiers, URL, 3P Cookies, 1P advertising Cookies, Analytics Cookies are not sent to Google. Therefore, models have to rely on fewer signals which may impact accuracy.

Standard Data:

- Across all cases, as part of regular HTTP / browser communications, pings may include:
- **Functional Information:** time stamp, user-agent, referrer
 - **Aggregate/Non-identifying Information:** random number generated on each page load, boolean indicating consent state, indication of whether the current page or a prior page in the user's navigation on the site included ad-click information in the URL (e.g., GCLID / DCLID)
 - **Other fields set by the advertiser (conversion pings):** continue to be sent normally (e.g., order_id, conversion value)
 - Does not collect on-device cookie-stored data.

Key Terms

Ad_storage

Once Consent Mode is implemented, advertisers will have access to a new tag setting, *ad_storage*, which controls cookie behavior for advertising purposes, including conversion measurement. If a user does not provide consent for ads cookies, Google tags will not use cookies for advertising purposes. [Read more.](#)

Analytics_storage

Consent Mode provides advertisers with a new tag setting, *analytics_storage*, which controls analytics cookie usage. You can use Consent Mode to update Google tag behavior based on the user selection for each type of cookie. Analytics will adjust data collection based on user consent for each of the *ad_storage* and *analytics_storage* settings. [Read more.](#)

Ads_data_redaction

When *ad_storage* is denied, new cookies will not be set for advertising purposes. Additionally, third-party cookies previously set on google.com and doubleclick.net will not be used except for spam and fraud purposes. Data sent to Google will still include the full page URL, including any ad click information in the URL parameters.

To further redact (ad-click identifier is replaced by a boolean value [0 or 1]) your ads data when *ad_storage* is denied, set *ads_data_redaction* to true. [Read more.](#)

Collect

“Collect” means either collecting the data to store it or collecting the data to view the data. For example, if a website asks a user for their email address, this is the website collecting data from the user.

Consent Mode

Consent Mode is a new gtag feature that introduces two settings: *ad_storage* and *analytics_storage* that allows you to adjust how your Google tags behave based on the consent status of your users. [Read more.](#)

Consent Management Platform (CMP)

Means the company or organisation that centralises and manages transparency for, and consent and objections of the end user. [Read more.](#)

Conversions

An action that's counted when someone interacts with your ad or free product listing (for example, clicks a text ad or views a video ad) and then takes an action that you've defined as valuable to your business, such as an online purchase or a call to your business from a mobile phone. [Read more.](#)

Conversion Modelling

Conversion modeling refers to the use of machine learning to quantify the impact of marketing efforts when a subset of conversions can't be observed. With a modeling foundation in place, observable data can feed algorithms that also make use of historical trends to confidently validate and inform measurement.

[Read more.](#)

Cookie

A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the site again, the cookie allows that site to recognize your browser. Cookies may store user preferences and other information. You can configure your browser to refuse all cookies or to indicate when a cookie is being sent. However, some website features or services may not function properly without cookies. Learn more about [how Google uses cookies](#) and how Google uses data, including cookies, [when you use our partners' sites or apps.](#)

[Our advertising and measurement cookies](#)

Key Terms

EU user consent policy

This Google policy reflects certain requirements of two European privacy laws: the General Data Protection Regulation (GDPR) and the ePrivacy Directive, as well as any equivalent UK laws.

If your agreement with Google incorporates this policy, or you otherwise use a Google product that incorporates this policy, you must ensure that certain disclosures are given to, and consents obtained from, end users in the European Economic Area along with the UK. [Read more.](#)

GCLID/DCLID

Google Click Identifier ([GCLID](#)) and DoubleClick Click Identifiers (DCLID) are parameters passed in the URL with ad clicks, to identify the campaign and other attributes of the click associated with the ad for ad tracking and campaign attribution. GCLIDs and DCLIDs are generated and assigned when a user clicks on an ad. For more details read, [How Google Ads tracks website conversions](#) and [How Google uses consent mode data](#). [Read more.](#)

Parameters present in the URL (including GCLID and DCLID) may be collected in Consent Mode cookieless pings by default. Parameters present in the URL (including GCLID and DCLID) will not be collected in consent cookieless pings and conversion cookieless pings if the data is redacted (that is if the Consent Mode setting `ads_data_redaction` is set to TRUE). [Consent Mode](#) (see `ad_storage='denied'` and `ads_data_redaction='true'` section). Clients should turn to their legal teams to understand how they interpret GCLIDs based on the technical parameter they implement.

Google Tags

[Google Tag Manager](#), [Global Site Tag \(gtag.js\)](#), [Floodlight](#), and Google Analytics. Legacy tags (`conversions.js`, `analytics.js`) are not supported.

Log

Log means to store in a database. For example, if a website asks a user for their email address and logs it in an internal database for later usage.

Pings

Network request used to transmit data (a.k.a. pixel, beacon, hit, etc.)

- **Consent Pings:** Fires on each page the user visits where consent mode is implemented. Communicates consent status of user.
- **Conversion Pings:** Fires when a conversion occurs on an advertiser website.
- **Google Analytics Pings:** Normal Google Analytics hits as long as `analytics_storage` is enabled. Cookieless pings to Analytics when `analytics_storage` is disabled. [Read more.](#)

Pings & Trackers

In the case of our Consent Mode implementation, a consent ping captures consent state synchronously without the use of cookie storage, and trackers are our normal conversion tracking vehicles that leverage cookies for ads attribution of a conversion (e.g. to access the `gclid`). Trackers are only used when a user explicitly consents.

- Consent mode respects a user's privacy choices. When consent is not granted by a user, consent mode only sends pings that include functional, non-identifying information. Therefore, we believe the pings we use respect users' privacy choices. More information about pings is available in our [Help Center](#).
- Consent mode is available in Google Tag Manager, Google Analytics, Google Marketing Platform, and Google Ads. Since consent mode is a feature of the Google product in which you implement it for, the underlying product's terms, including the respective data processing terms, also apply to consent mode. Please refer to the Terms & Conditions for [Google Tag Manager](#), [Google Analytics](#), [Floodlight](#), and [Google Ads conversion tracking](#) and [Google Ads Processing terms](#) for additional information.
- The underlying product's respective processor or controller GDPR terms are not affected by consent mode. You can review the [controller/processor statuses](#) of each Google product.

Key Terms

Purposes

The Transparency and Consent Framework (TCF) organizes data processing using “Purposes.” Each purpose has a corresponding legal basis of “Consent” or “Legitimate Interest.” [Read more.](#)

Read

“Read” means the same as view. Data or signals can be read instead of stored. For example, a website may read a signal from a user to allow cookies on the site. This allows the website to properly serve cookies to the user based on the user’s preferences or consents, but the website doesn’t need to store that signal to do so.

Transparency and Consent Framework (TCF)

Means the Framework comprising the various parts defined under these Policies. It has the objective to help all parties in the digital advertising chain to comply with the EU’s General Data Protection Regulation (“GDPR”) and ePrivacy Directive (“ePD”) when processing personal data and/or accessing and/or storing information on a user’s device. [Read more.](#)

Tag Blocking

- **Unblock Tags:** Fire tags
- **Block Tags:** Not fire tags

URL_passthrough

When a user lands on your website after following an ad, information about the ad may be appended to your landing page URLs as a query parameter. In order to improve conversion accuracy, Google tags usually store this information in first-party cookies on your domain. However, if *ad_storage* is set to denied, Google tags will not save this information locally. To improve ad click measurement quality when *ad_storage* is denied, you can optionally elect to pass ad click information through URL parameters across pages. To enable this capability, set the *url_passthrough* parameter to true. [Read more.](#)

Write

“Write” means the same as modify/create. This means updating or making a new record of the data which is being stored. For example, if a website collects an email address from a user, it may need to write the email address into its storage, which would be the creation of a stored field. Also, if a user wishes to update the user address on file with the website, the website may write the new email address on the existing field in storage.



Learn more

- [Google Ads Help Center](#)
- [About Consent Mode Modeling](#)
- [Consent Mode Blog Post](#)
- [Developer Guide](#)
- [How Google Uses this data](#)