



## How do I implement CookieScan using Google Tag Manager?

If you use Google Tag Manager on your site, you can implement CookieScan using a tag template. This then doesn't require you to add any code directly to your sites source.

This implementation now includes Automatic Blocking and Consent Mode Initialisation.

Note: Automatic blocking may need to be used in conjunction with Additional Consent Checks on specific tags for full blocking.

To embed CookieScan with GTM:

1. Log into Google Tag Manager for your site.
2. Go to templates on the left and under tag templates click "Search Gallery".
3. Search for "CookieScan" in the list, select it and choose "Add to Workspace".
4. Click "Add" on the permissions dialogue that appears. "Inject Scripts" allows us to inject the script that runs CookieScan on your site. "Accesses consent state" allows us to push users consent to Google consent mode.
5. Next, go to "Tags" along the left of Tag Manager and click "New".
6. Click in the space below "Tag Configuration", scroll to the "Custom" heading in the list that appears and select the "CookieScan" template we just added (It should have a "Gallery" label on the item).
7. In the box that says "CookieScan Id" enter your sites unique CookieScan Id, found in your (or your client's) portal.
8. Next, click in the space below the heading "Triggering" to add a trigger.
9. Choose "Consent Initialization - All Pages" from the list that appears.
10. Click save at the top and name the tag.
11. Setup any extra cookie blocking using Additional Consent Checks, please refer to the "How do I use Additional Consent Checks?" in our "Support FAQs" section on how to do this.
12. Publish your changes to make the banner live.
13. Test the blocking and add any Additional Consent Checks or JS API calls.

The cookie banner should now show on your site and the blocking you have setup should be working.



## How do I use Additional Consent Checks in Google Tag Manager?

If your site uses Google Tag Manager, you may want to load certain tags depending on a user's consent in addition or instead of auto blocking. You can do this using Google Consent Mode and Consent Checks.

If you are using the GTM implementation with the latest template, Google Consent Mode will automatically be initialised. If you are using the script embed tag, you will need to manually initialise consent mode (see "How do I setup Consent Mode?" below).

Some tags automatically check consent mode for consent and adjust functionality depending on consent. For tags that don't, you can also use additional consent checks to conditionally fire a tag depending on consent.

To setup Tag Manager for use of additional consent checks

1. Log into your GTM account
2. Go to "Triggers" and then "New" to create a new trigger
3. Choose "Custom Event" as the trigger type
4. Enter "consent-update" for the event name
5. Leave "Use regex matching" unticked and choose "All Custom Events"
6. Click "Save" and name the trigger however you like, for example "Consent Update"

To use an additional consent check to conditionally fire a tag:

7. Log into your GTM account
8. Go to the tag you want to conditionally fire.
9. Edit the tag configuration and expand "advanced settings".
10. Expand "Consent Settings"
11. If the tag has any build in consent checks, they will show here
12. To setup your own consent check, choose the "Require additional consent for tag to fire" option.
13. Add the consent that you want to require using the dropdown
14. Change the firing trigger for the tag to your Consent Update event created above. This will ensure the tag is fired once a user has opted in.
15. Click "Save" and publish.



## How do I setup Google Consent Mode?

Note: If you are using the Google Tag Manager implementation, Consent mode will be setup automatically for you and you don't need to do this.

If you are using the script tag implementation:

Paste the following code at the top of the Head section of your site, above the main Google Tag Manager or gtag.js implementation code. Make sure that it is added to a layout type page so that the script appears on every page of your site

```
<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': 'denied',
    'wait_for_update': 500
  });
  gtag("set", "ads_data_redaction", true);
</script>
```

This will set all the categories to be blocked by default. Your CookieScan banner will then send updated preferences to Consent Mode based on what a user has chosen.