Oatmeal Raisin or Chocolate Chip?

Cookie Consent That Isn’t Half-Baked



Allow this website to use cookies 🍪

OK





Cookie Consent That Isn’t Half-Baked

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Overview:

- Cookies and consent
- Examples
- GTM

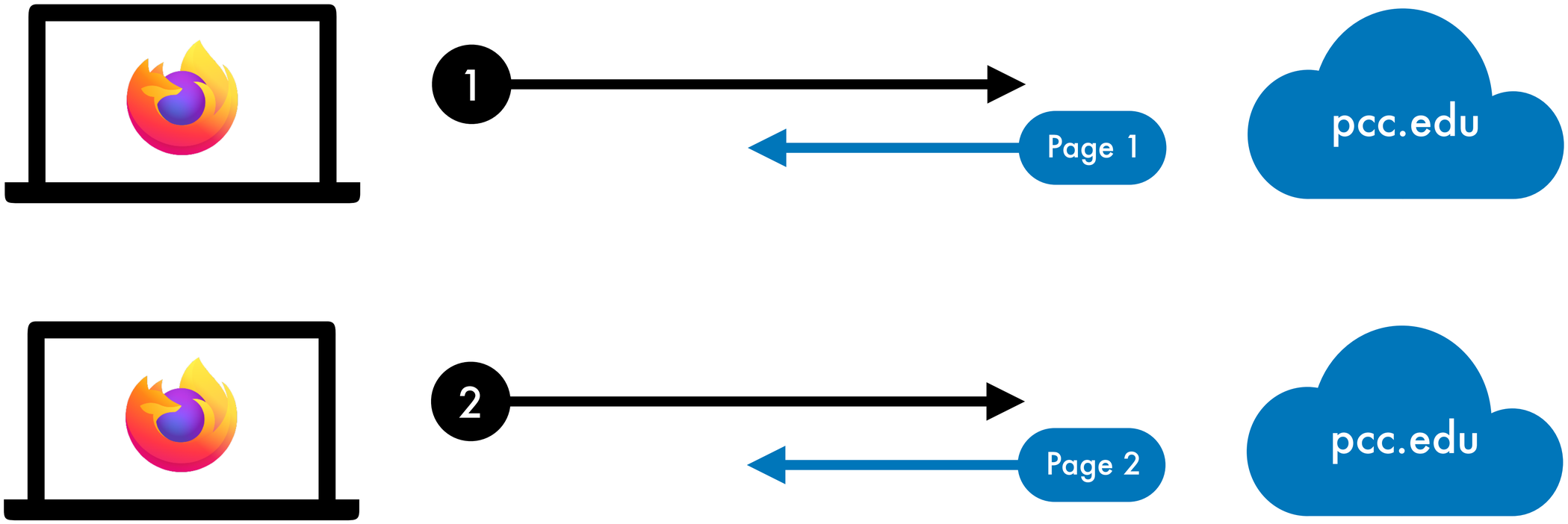
- Launch and impact



Cookies and consent

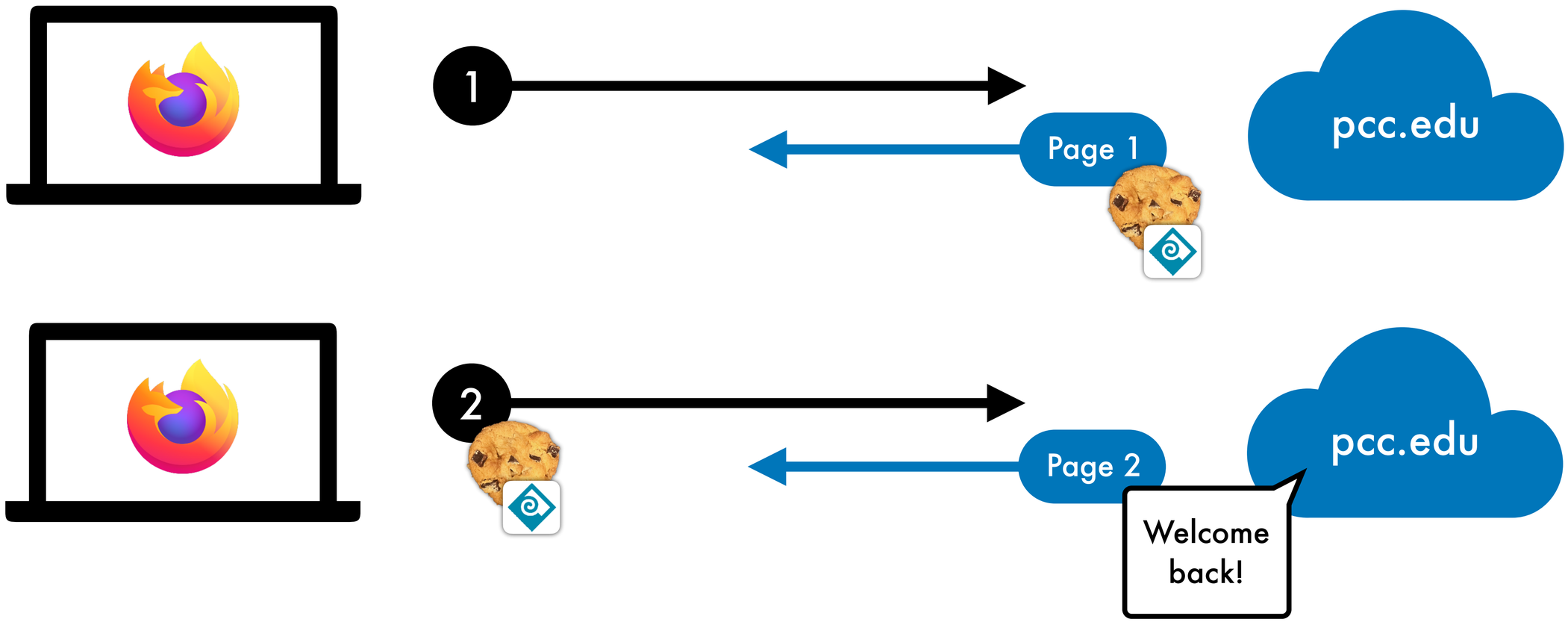


Before cookies



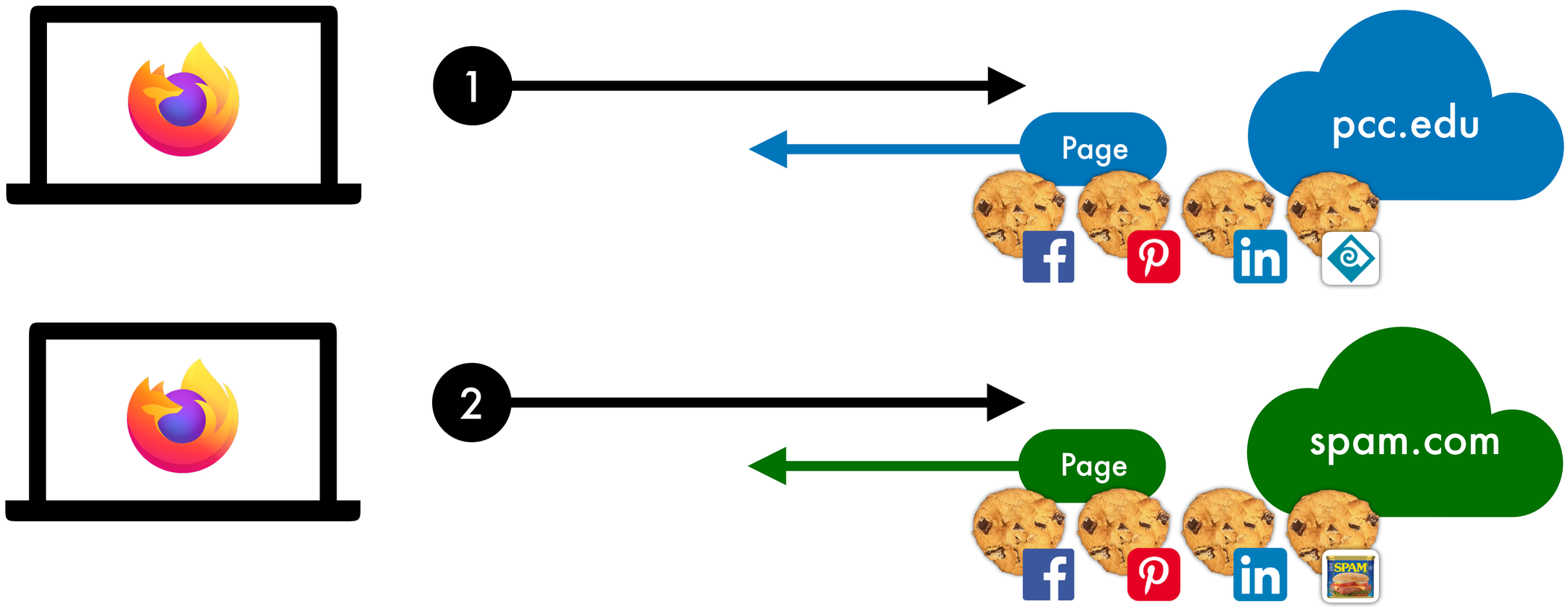


Required cookies

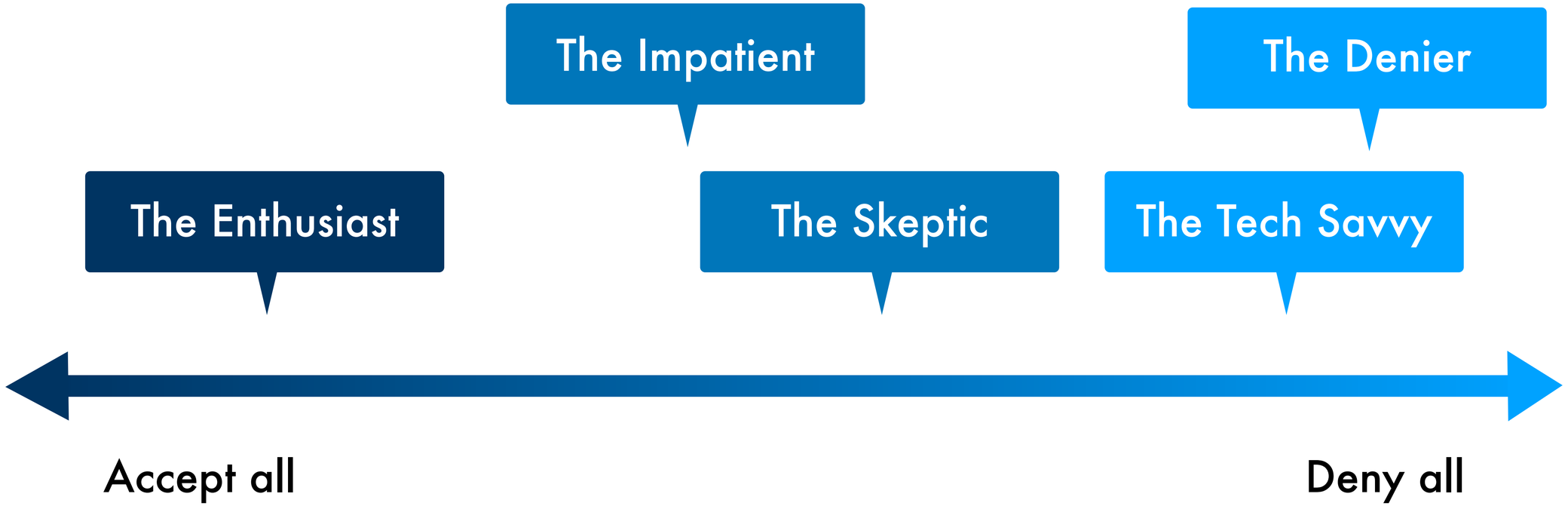




3rd party cookies



Do people really care?





Here come the laws



GDPR The General Data Protection Regulation (EU 2018)



FADP Switzerland’s Federal Act on Data Protection



LGPD Brazil’s General Personal Data Protection Law



CCPA California Consumer Privacy Act



VCDPA Virginia Consumer Data Protection Act



What is required

- ✓ Notify users of non-essential cookies
- ✓ Clear language
- ✓ Allow users to consent (opt-in)
- ✓ Allow users to change their mind later



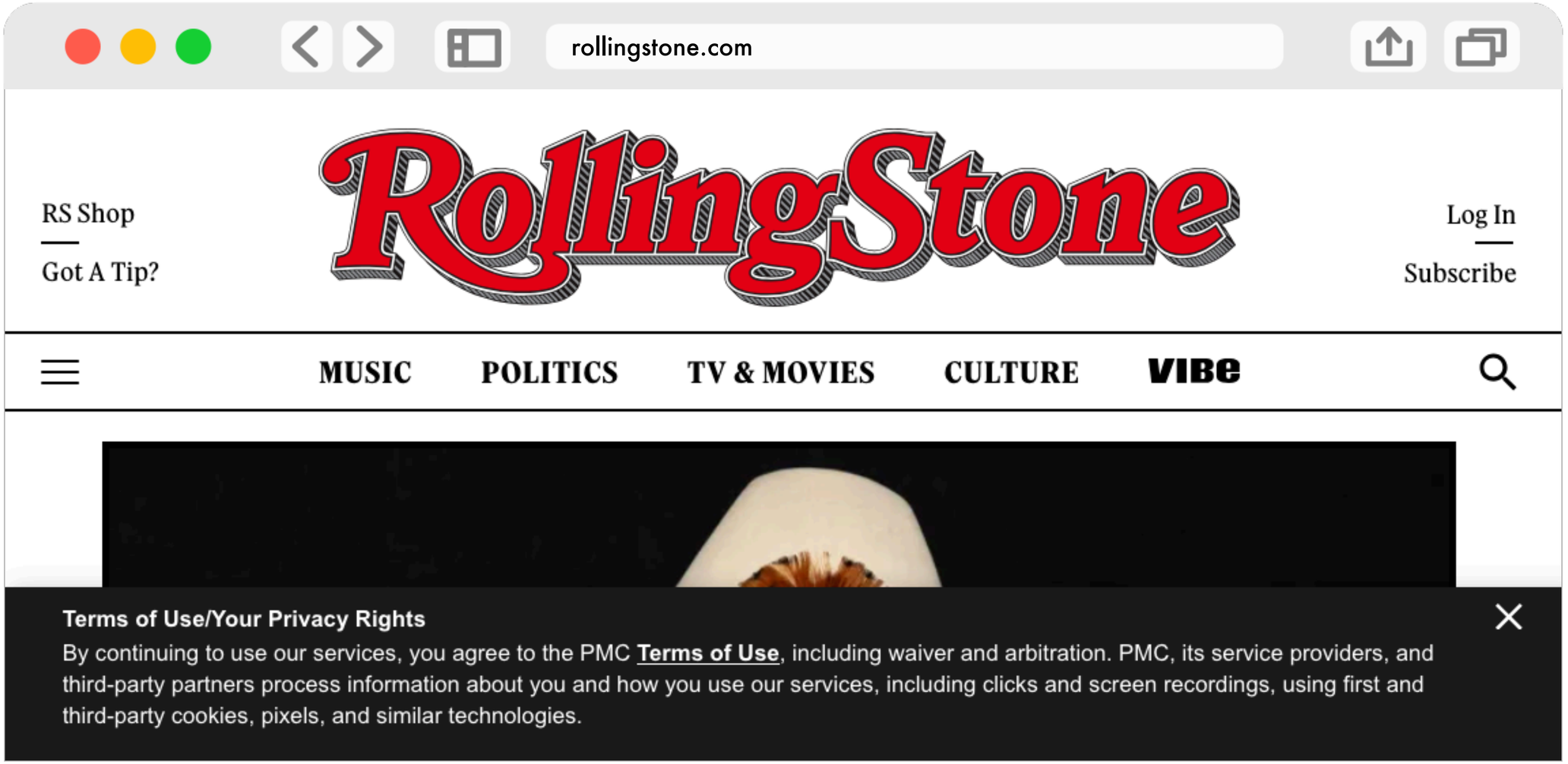
What to avoid

- ✗ Non-essential cookies before consent
- ✗ Marking ad/analytic cookies as essential
- ✗ Emphasizing “Accept” over “Reject”
- ✗ Denying access (cookie wall)

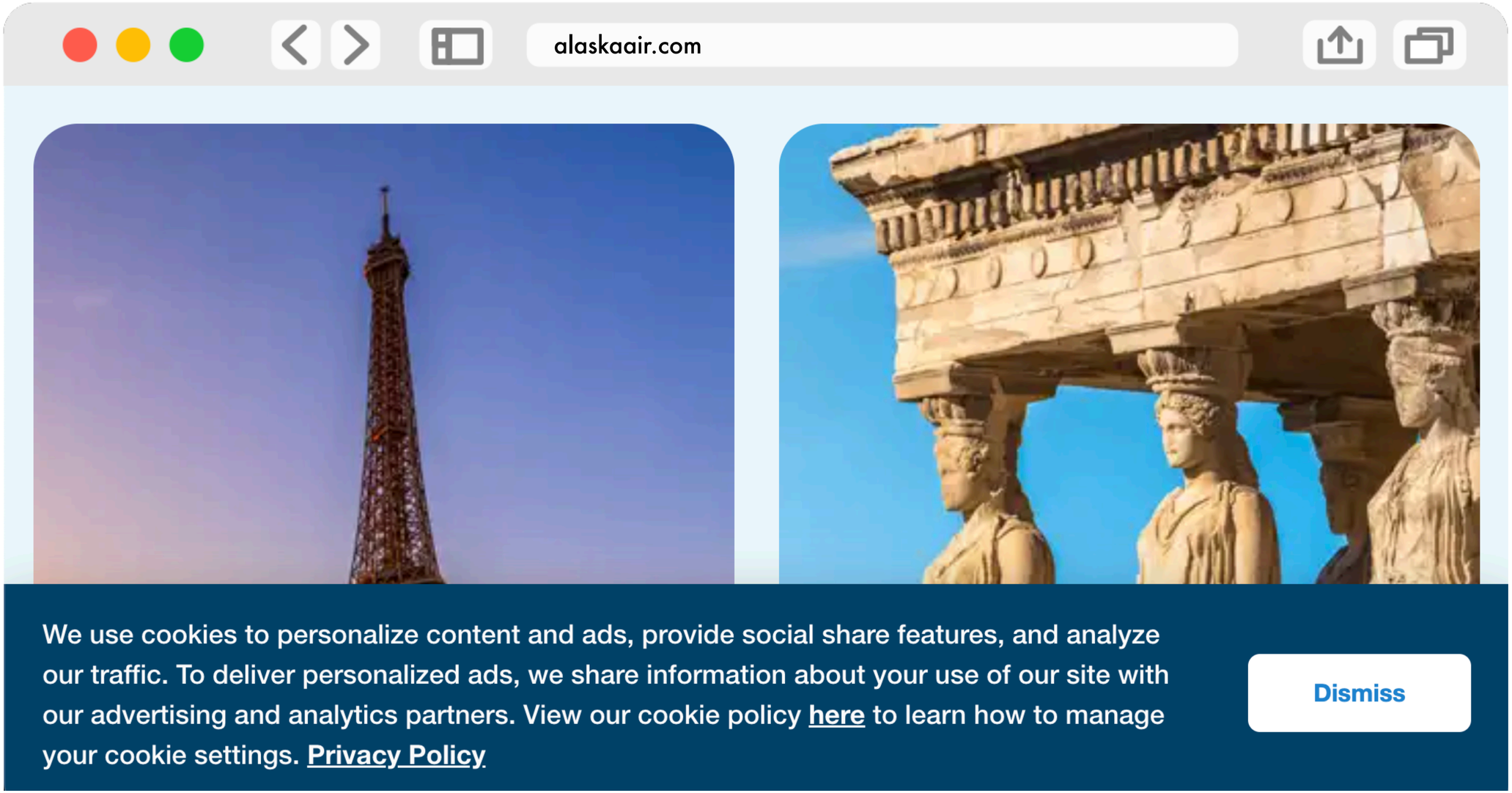


Interface examples




rollingstone.com
RS Shop
Got A Tip?
RollingStone
Log In
Subscribe
MUSIC
POLITICS
TV & MOVIES
CULTURE
VIBE
Terms of Use/Your Privacy Rights
By continuing to use our services, you agree to the PMC Terms of Use, including waiver and arbitration. PMC, its service providers, and third-party partners process information about you and how you use our services, including clicks and screen recordings, using first and third-party cookies, pixels, and similar technologies.







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kennywood.com

Kennywood

Calendar and Hours | Sign In | Register | Buy Tickets | Contact Us | Search

Buy Tickets & Passes | Explore The Park | Plan Your Visit | Groups

Home / Discover The Park / Attractions / Racer



Racer

Open All Day & Night

Roller Coaster

Moderate Thrill

Kennywood

Access Limitations

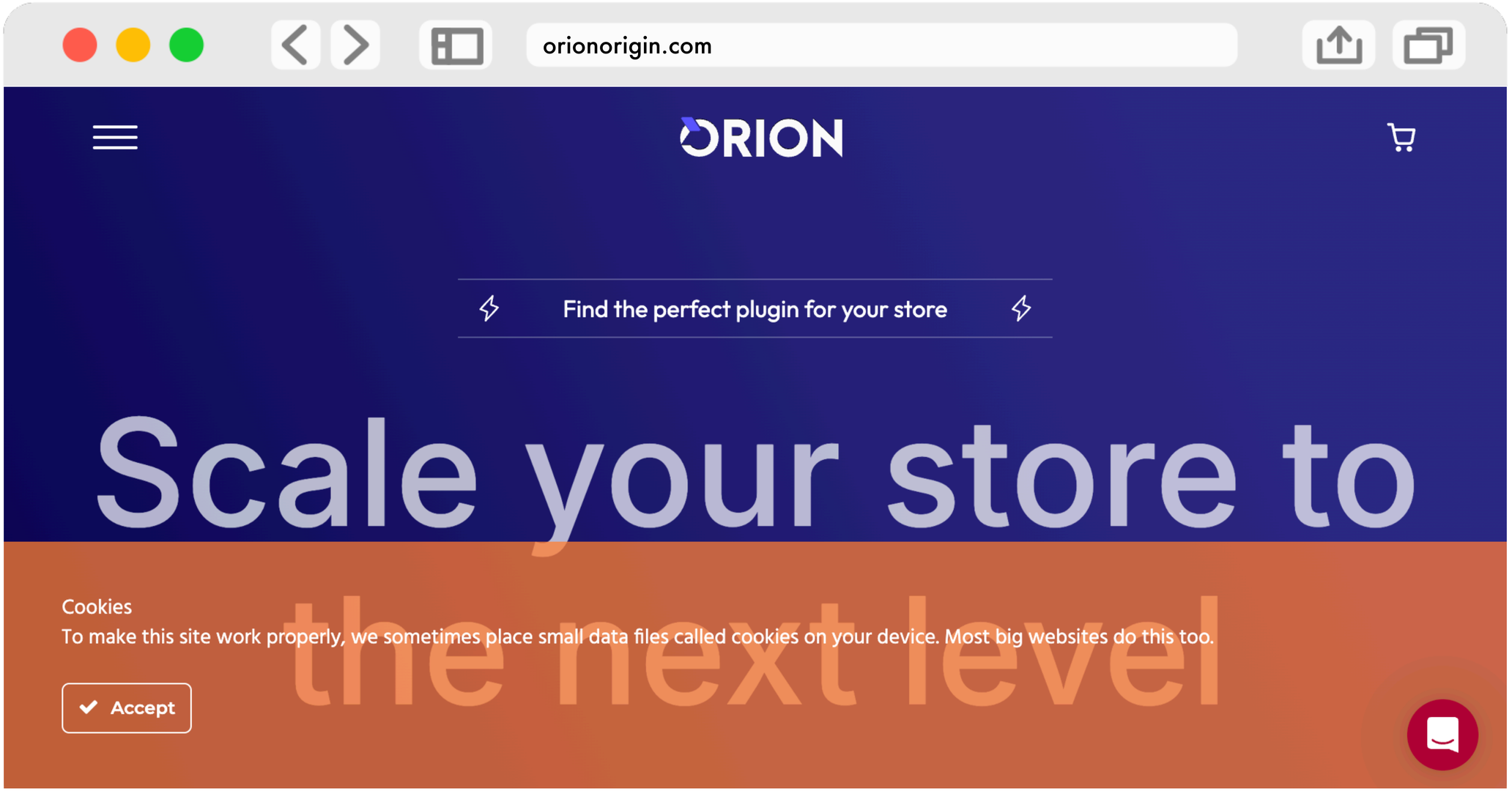
Min: 46 inches

This website uses cookies and other tracking technologies (“Cookies”) to enable functionality, enhance user experience, enhance our marketing efforts, serve more relevant content and advertisements to you, and to analyze performance, user activity, and traffic on our website. We also may share information about your activity on our website with our advertising, analytics, and business partners. For more information about our use of Cookies and our privacy practices, see our Privacy Notice. By continuing to use this website, you agree to our Terms of Use , including our dispute resolution provisions. To learn more, view the following link: Privacy Policy | Terms and Conditions



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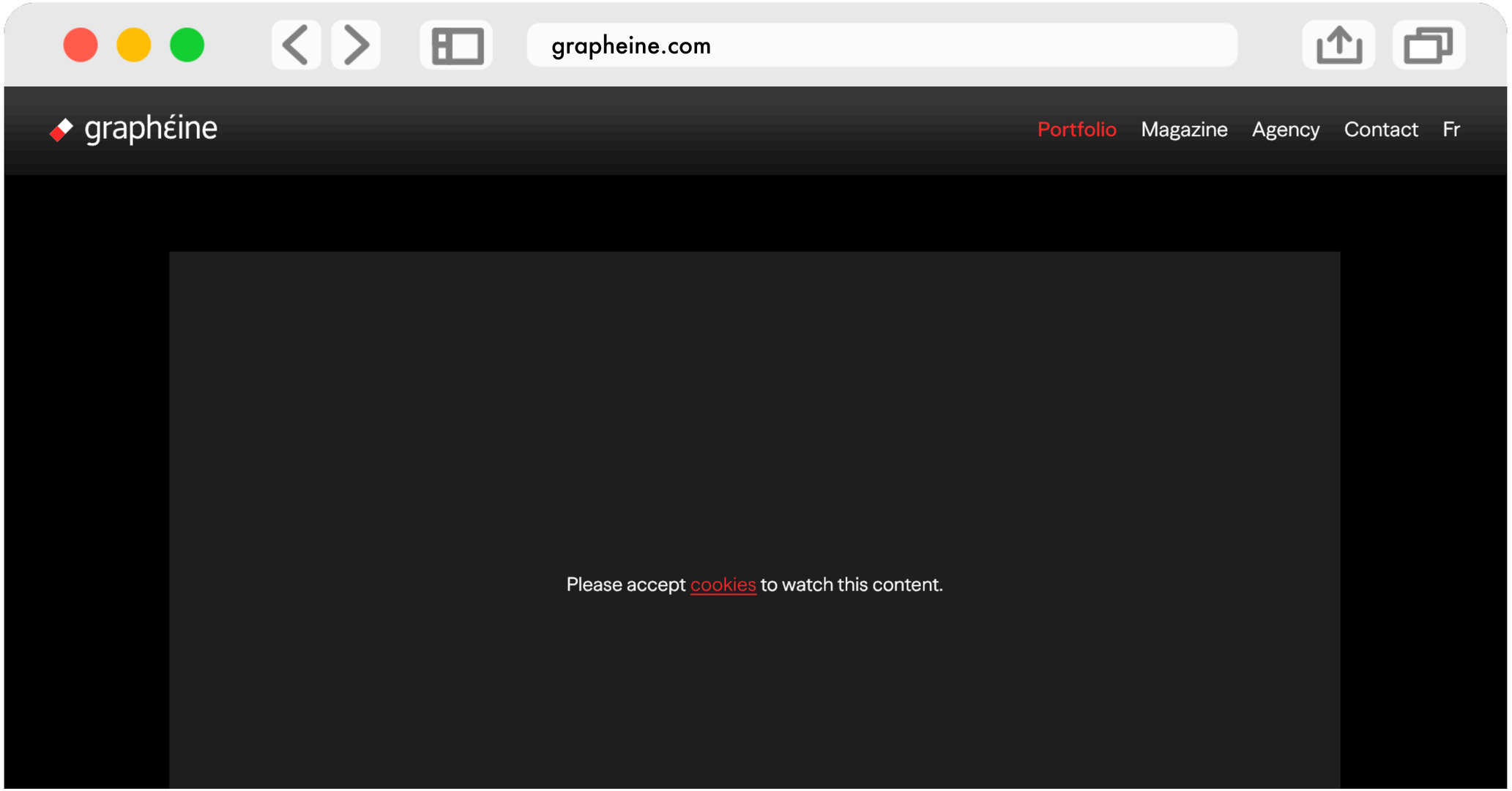
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Cookie Consent That Isn't Half-Baked

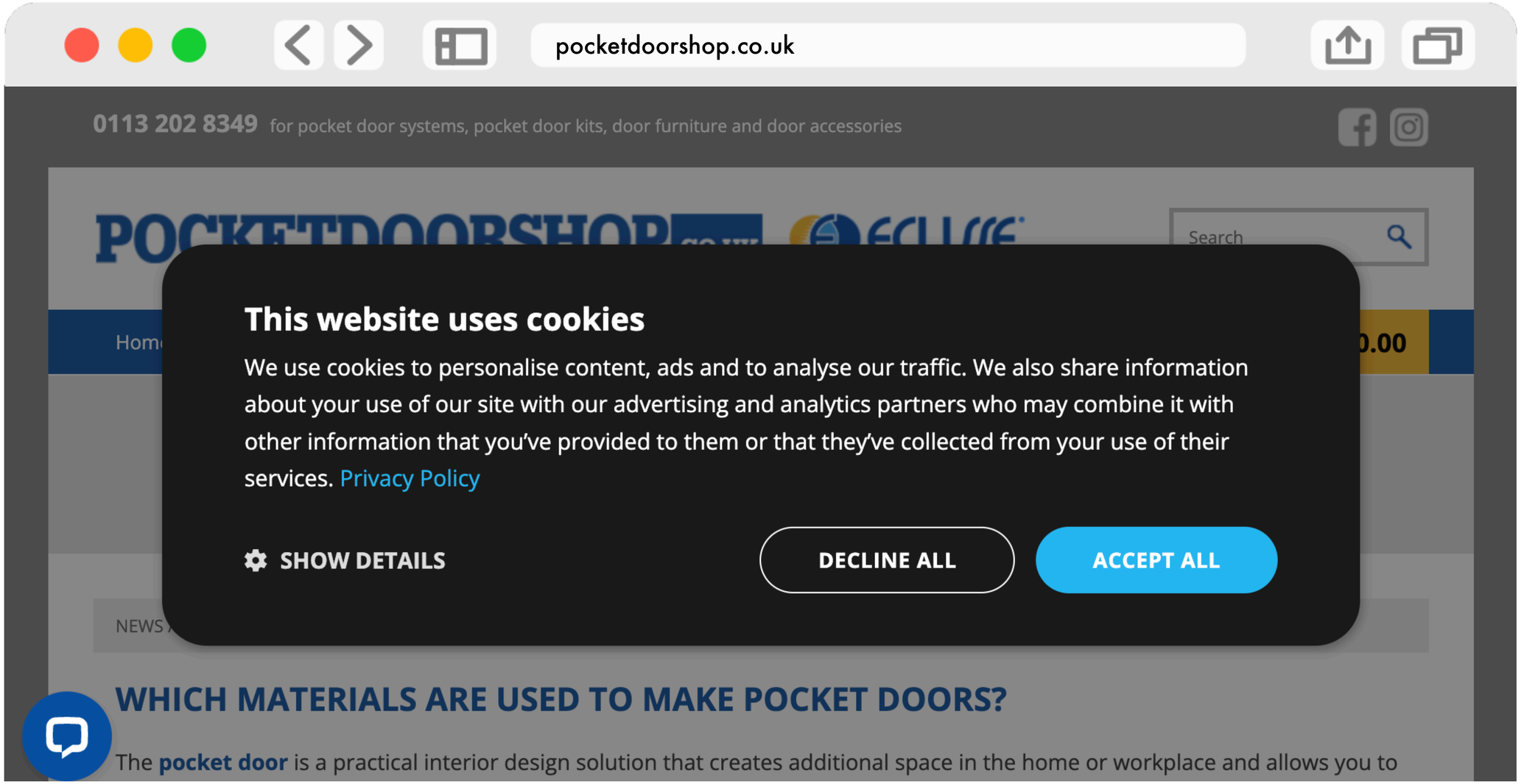
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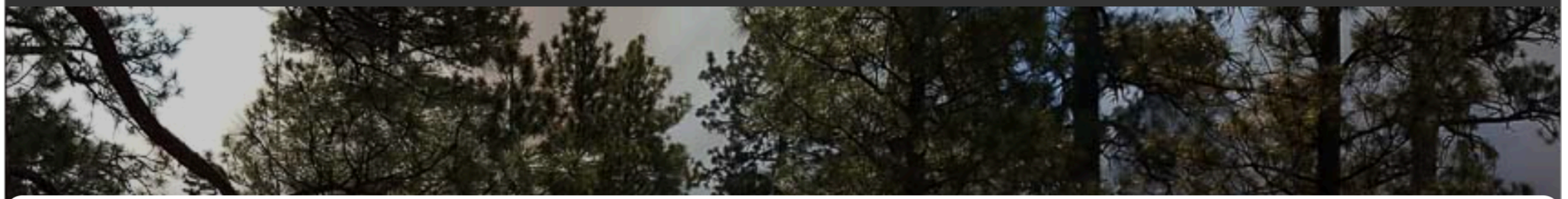
centraloregonfire.org

TEXT “COFIRE” TO 888-777 TO RECEIVE WILDFIRE & PRESCRIBED FIRE TEXT ALERTS

CENTRAL OREGON FIRE INFO

English

MENU



This website uses cookies

We use cookies to personalize content, provide social media features, and analyze our traffic. We also share information about your use of our site with our analytics partners. You can change your preferences at any time. For more information, please see our Privacy Policy and Cookie Policy.

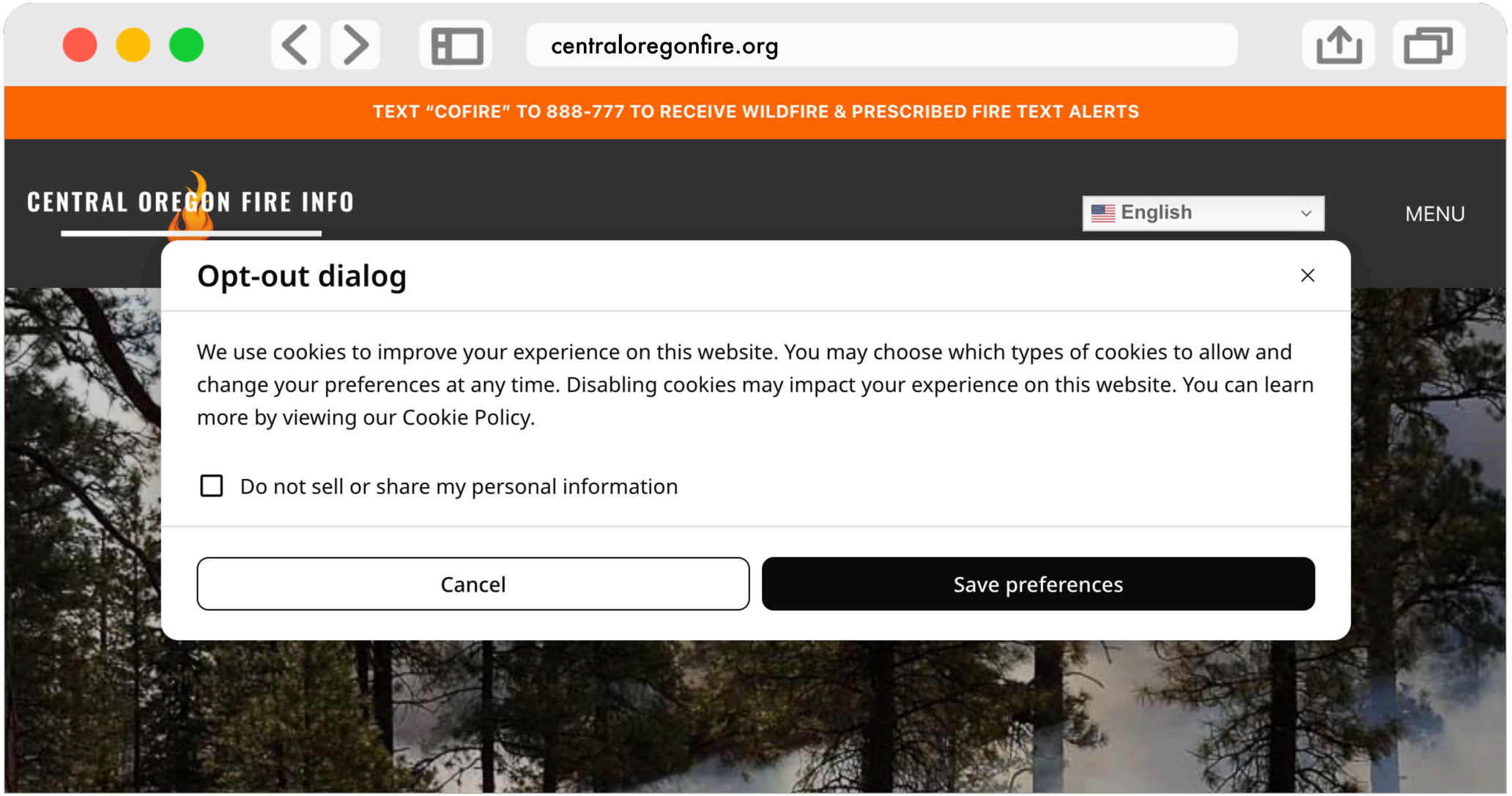
Do not sell or share my personal information

Cookie Consent by



Cookie Consent That Isn’t Half-Baked

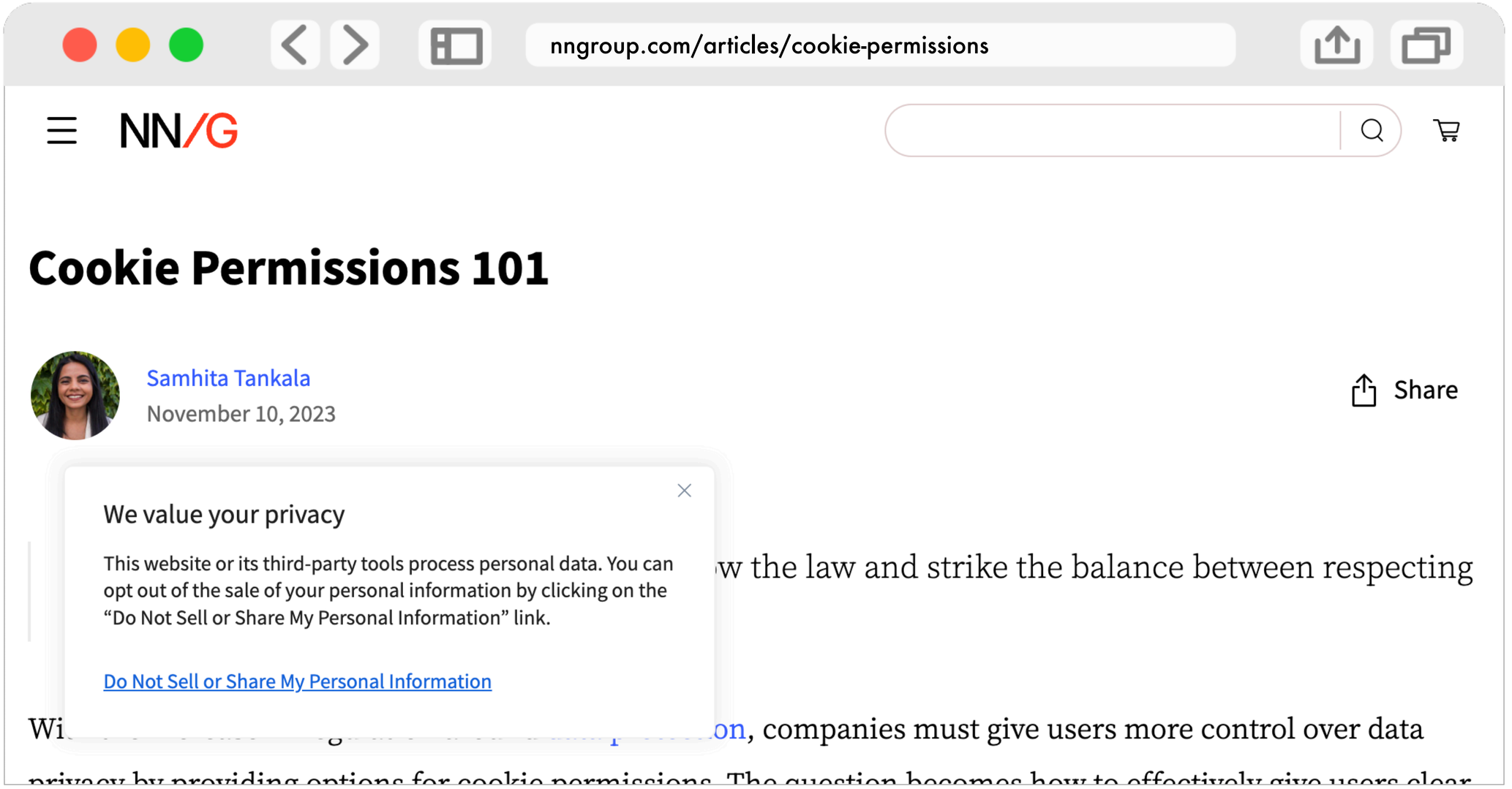
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Cookie Consent That Isn’t Half-Baked

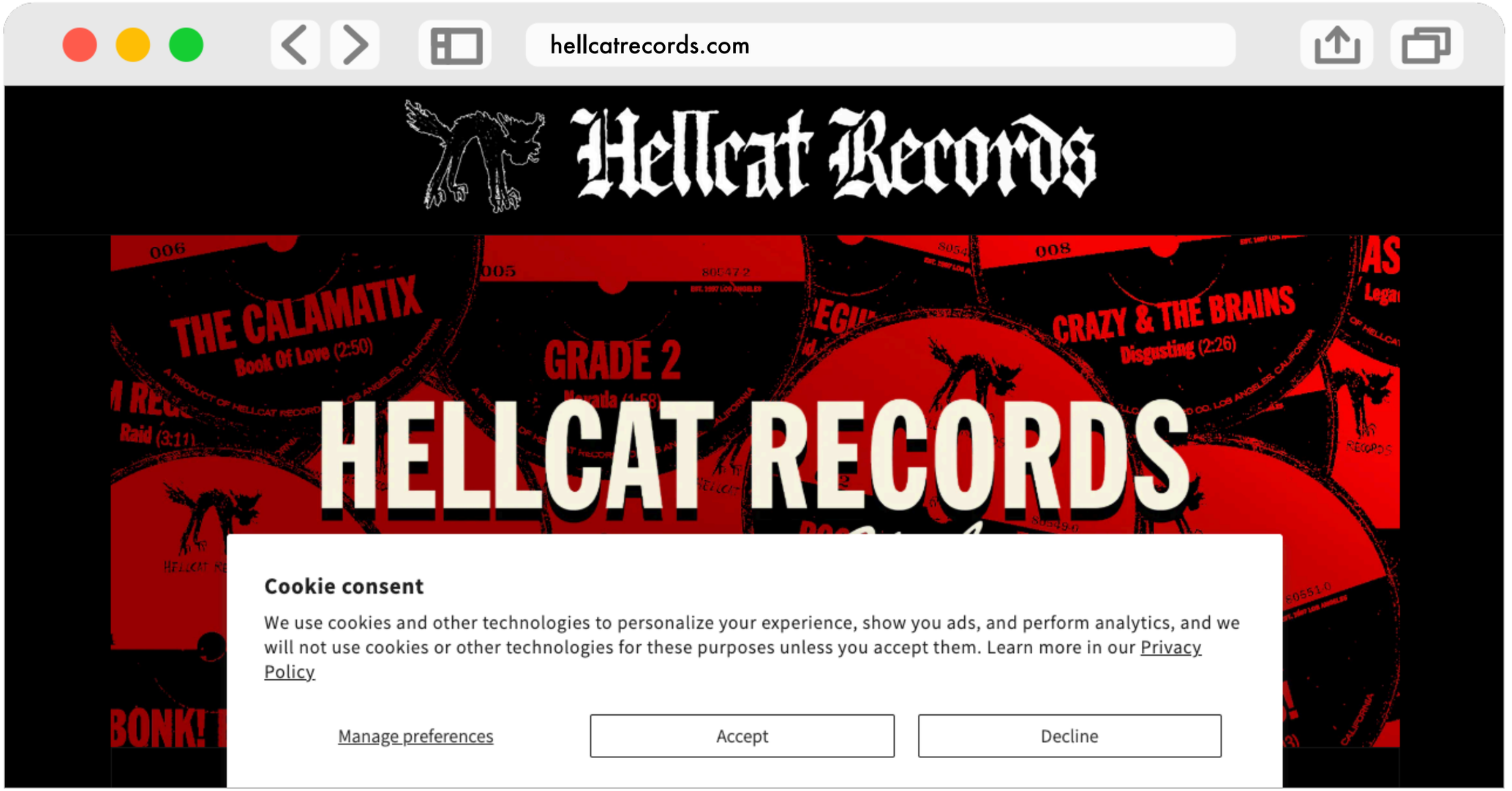
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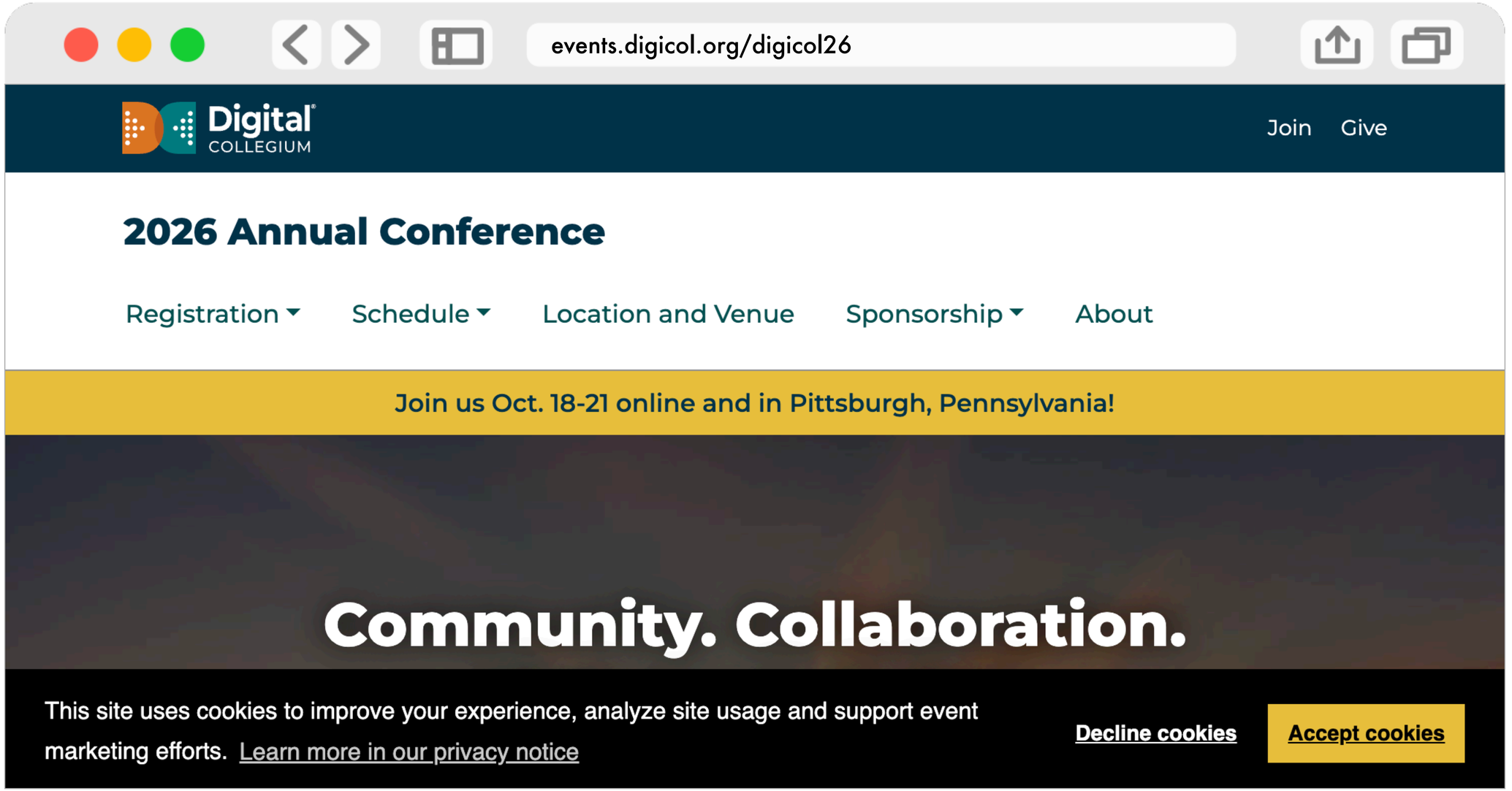


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hellcatrecords.com
Hellcat Records
HELLCAT RECORDS
Cookie consent
We use cookies and other technologies to personalize your experience, show you ads, and perform analytics, and we will not use cookies or other technologies for these purposes unless you accept them. Learn more in our Privacy Policy
Manage preferences
Accept
Decline







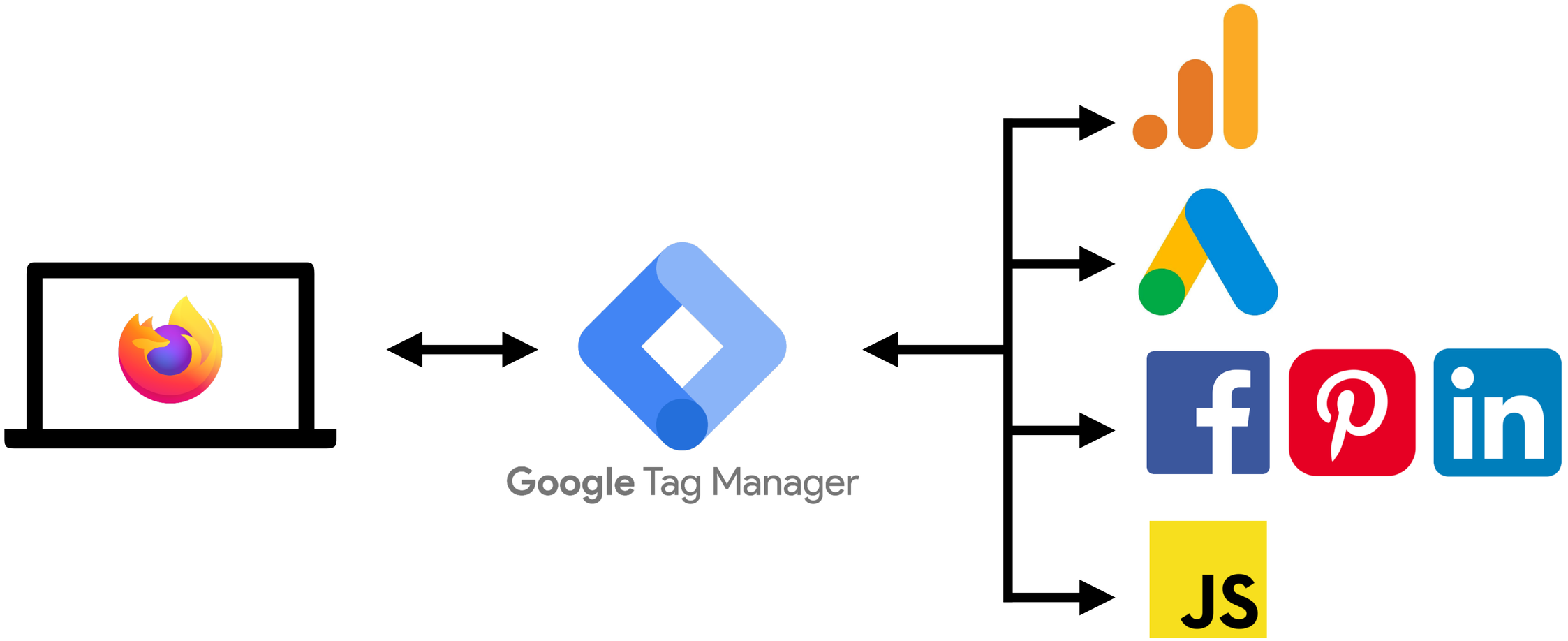
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Google Tag Manager



Google Tag Manager (GTM)





Tags and Triggers

Tag Configuration

Tag Type

Google Analytics

Tag ID

G-0123456789

Triggering

Firing Triggers

All Pages
Page View



Tags and Triggers

Tag Configuration

Tag Type

Google Analytics

Tag ID

G-0123456789

Triggering

Firing Triggers

All Pages
Page View

Choose tag type

Featured

Google Analytics

Google Ads

Floodlight

Google Tag
Google

Custom

Custom HTML
Custom HTML Tag



Consent settings (built-in)

Consent Settings (BETA)

Built-In Consent Checks

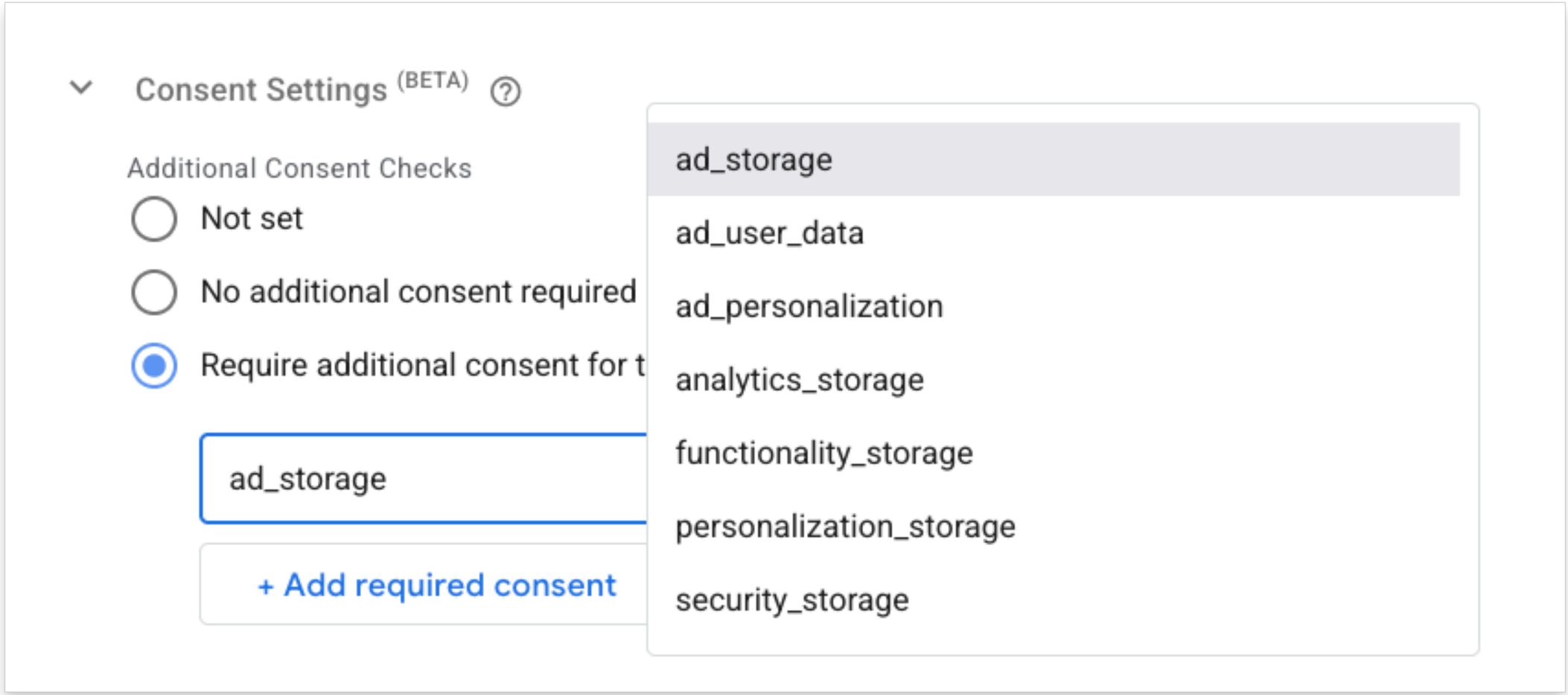
ad_storage | ad_personalization | ad_user_data

Additional Consent Checks

- ○ Not set
- ◉ No additional consent required
- ○ Require additional consent for tag to fire



Consent settings





Here come the vendors

CookieYes

AdOpt

CookieHub

Certified CMP Partner

Cookiebot by Usercentrics

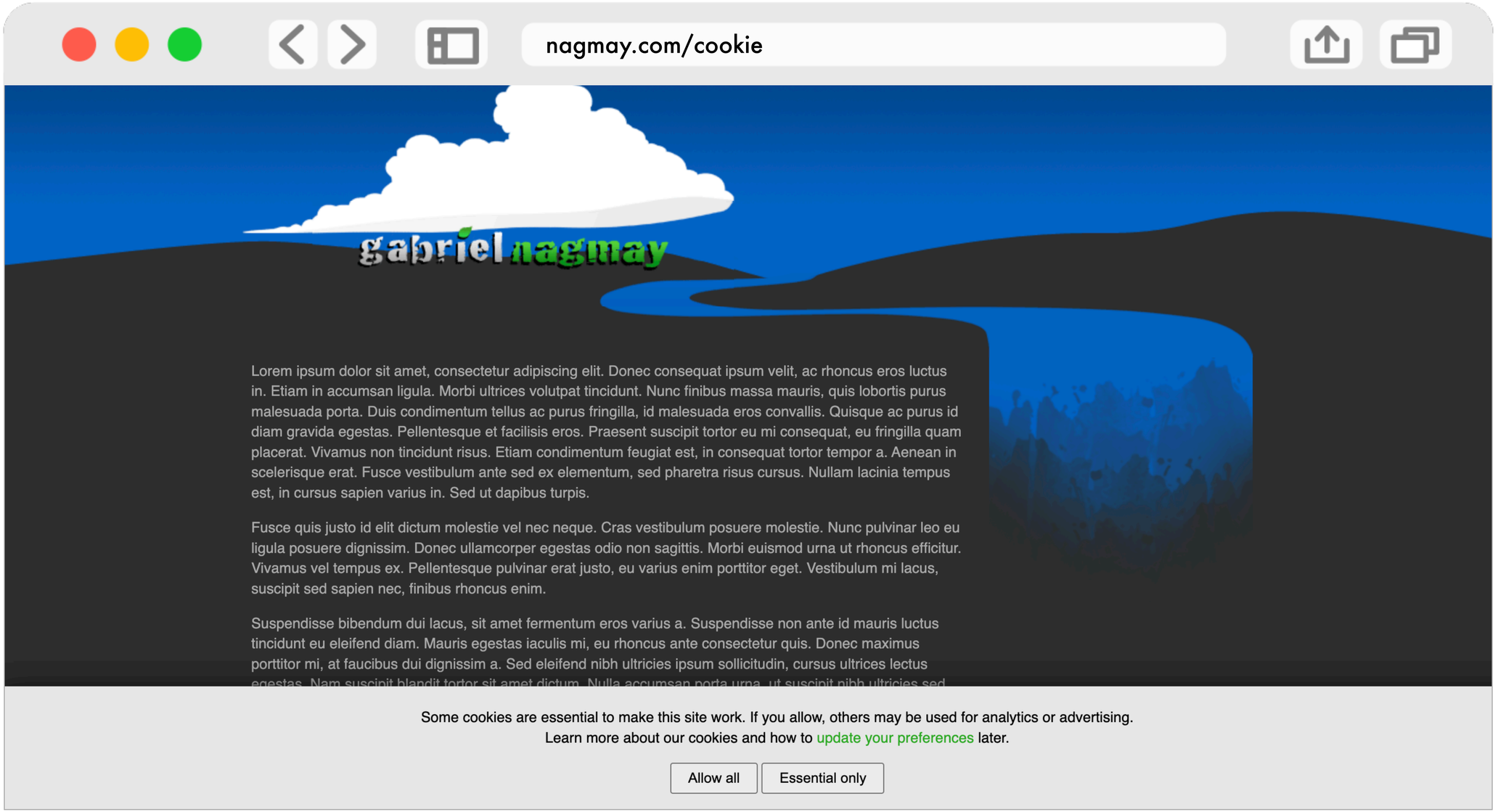
consent manager

COOKIEFIRST

Termly

Ketch







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Or, build your own

1. Set defaults before including GTM

```
gtag('consent', 'default', {'ad_storage':'denied','ad_user_data':'denied', ...
```

2. Interactions

```
if(event.target.id === 'consent-button-nope'){
```

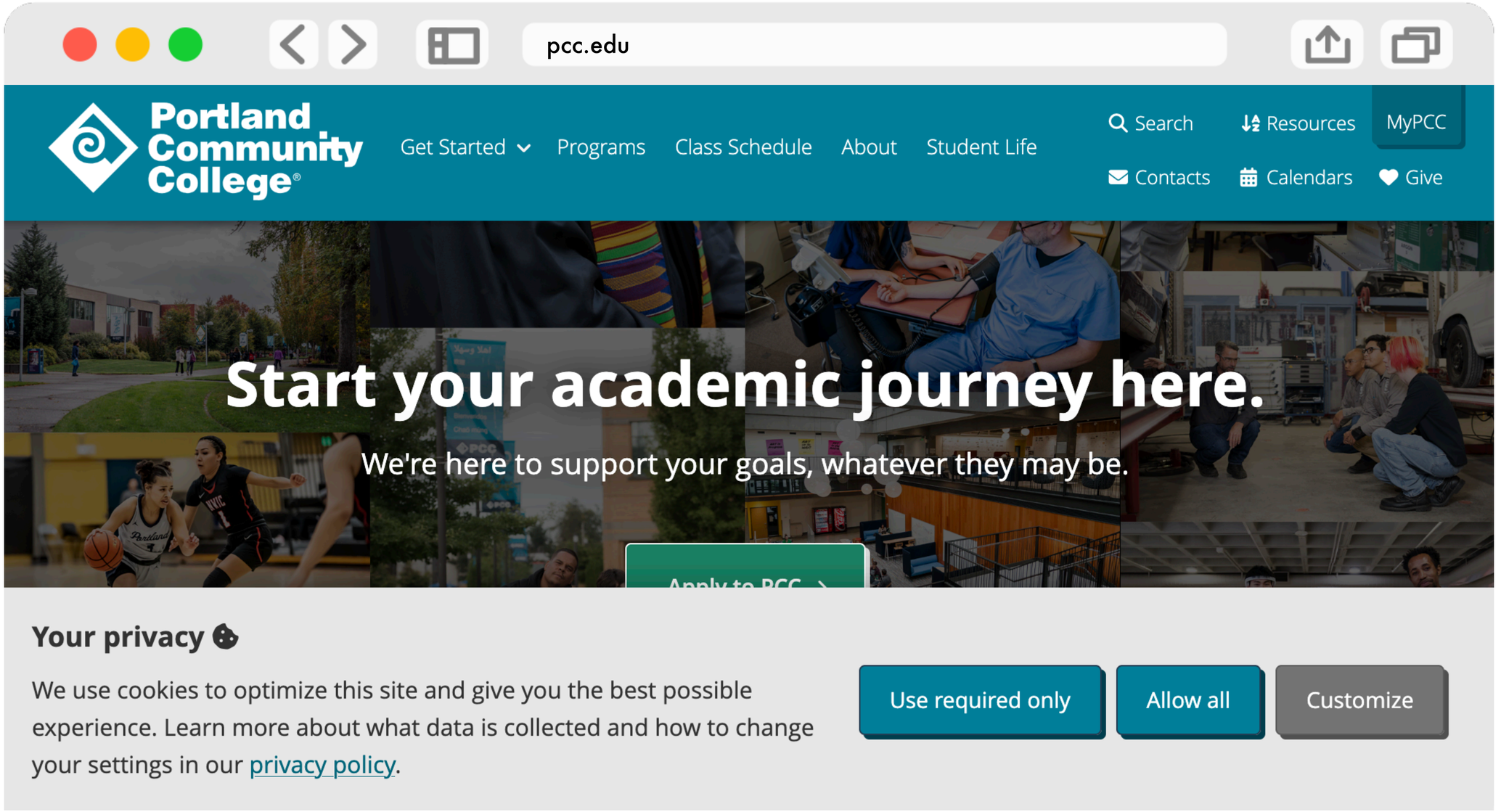
3. Update consent values

```
gtag('consent', 'update', consentMode);
localStorage.setItem('consentMode', JSON.stringify(consentMode));
```



Launch and impact

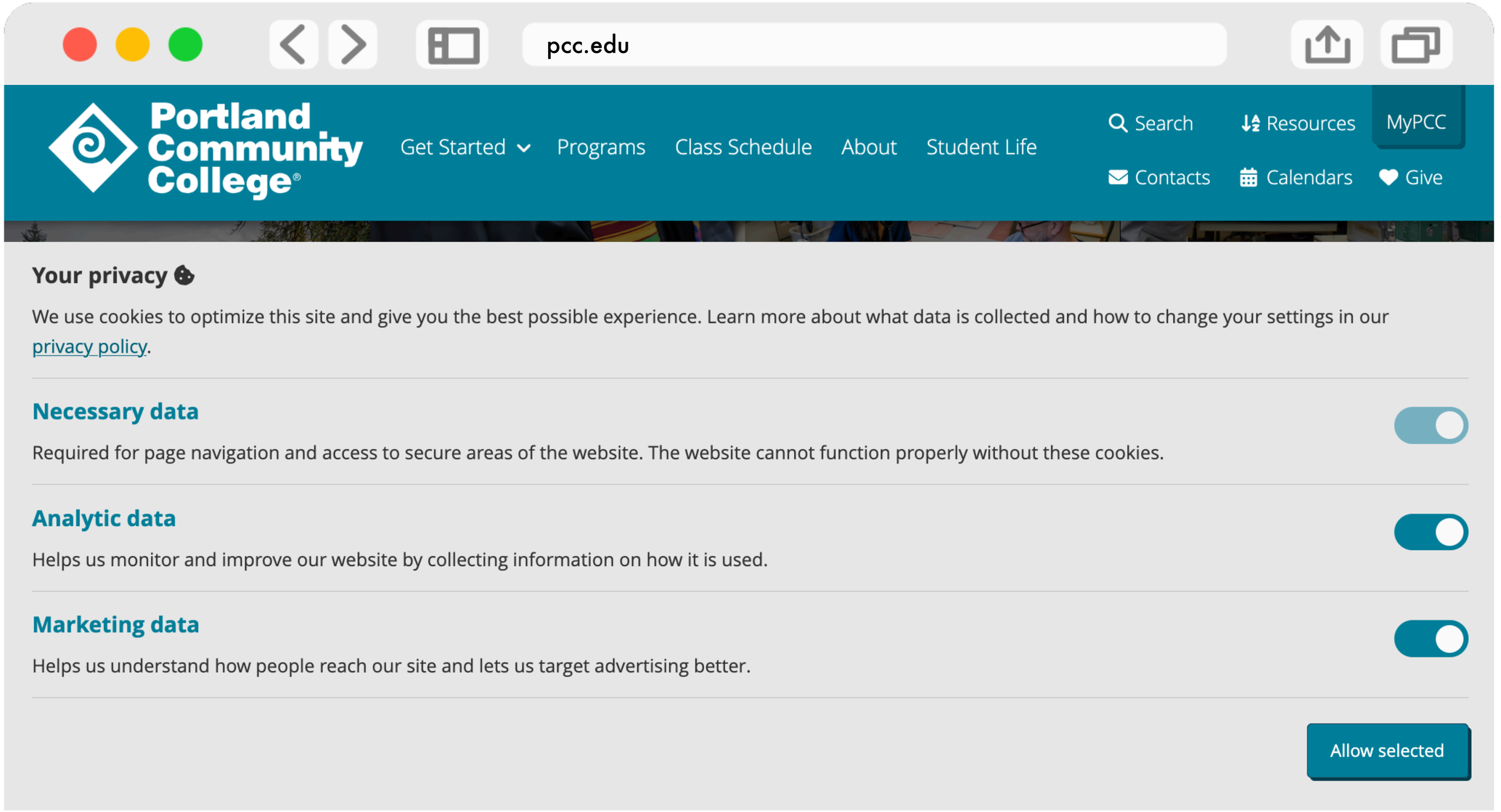






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pcc.edu/policy/cookie/

Update cookie options

The College uses cookies and similar technologies to enhance user experience. Cookies are small data files stored on your browser by the website. They help PCC track user preferences and activities to improve website functionality. Users can set their browsers to refuse cookies or alert them when cookies are being sent. Consent for non-essential cookies is actively gathered when users first visit the website.

You can update your cookie consent preferences at any time using the form below:

Your privacy

We use cookies to optimize this site and give you the best possible experience. Learn more about what data is collected and how to change your settings in our privacy policy.

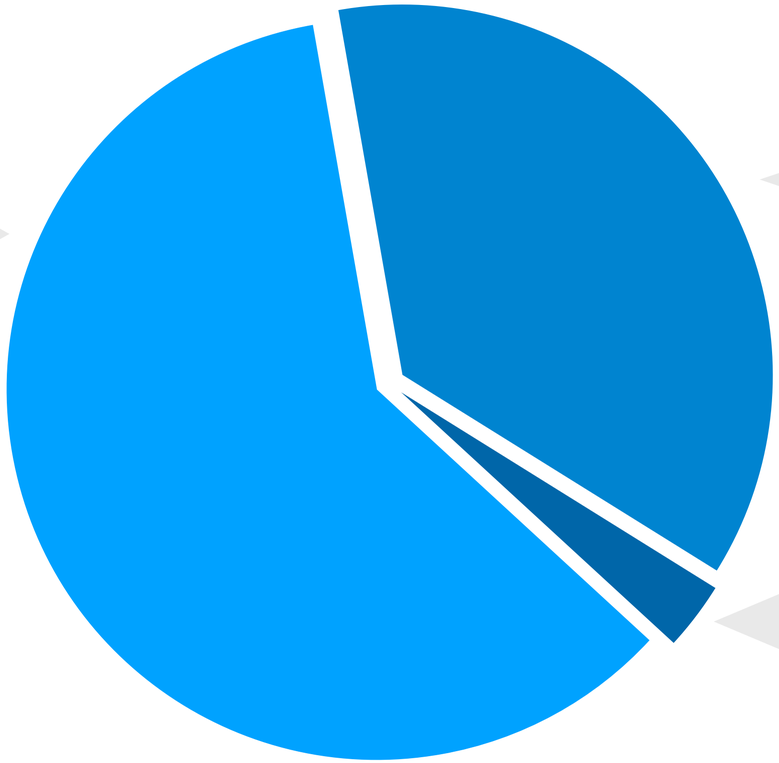
Necessary data

Required for page navigation and access to secure areas of the website. The website cannot function properly without these cookies.



User choice

Allow all
60%



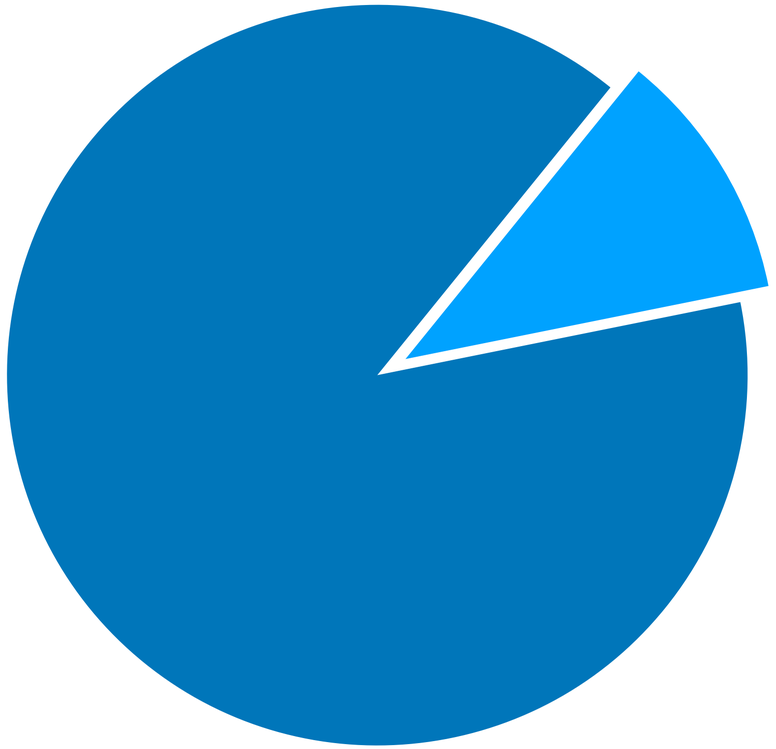
Required only
37%

Customize
3%



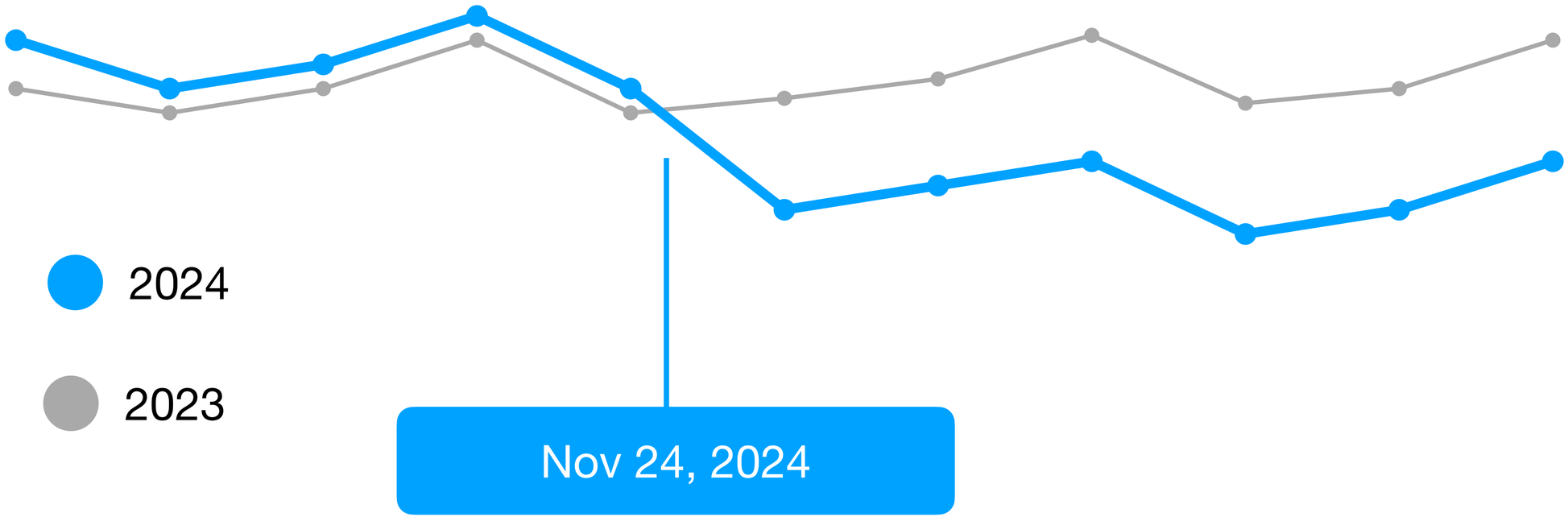
User choice

Don’t make a choice on the first page they visit
89%





Analytics





Lessons

- ✓ Clear, opt-in choices
- ✓ Simple language
- ✓ GTM can do the heavy lifting
- ✓ Keep an eye on your analytics



Thank you

www: gabriel.nagmay.com

mailto: gabriel@nagmay.com

mastodon: @nagmay

Please take a moment to fill out the session evaluation for **#digicol26 #HEST10**

go.digicol.org/digicol26-hest10

