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Evidon Universal Consent Platform

Configuring Consent in Tag Commander

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Overview

This document provides instructions on how to implement support for the Evidon Universal Consent Platform (UCP) inside of the Tag Commander Tag Manager. Using these instructions, you can leverage the UCP for consent at any level.

Definitions

This section defines terms and acronyms used in this document.

Consent: This is the act of a site user granting permissions for some or all web technologies to execute on the site they are visiting.

Category: This is a name given to a group of similar advertising technologies. For example, Advertising.

Tag: Another name for a web technology. Typically, this refers to the block of JavaScript used to execute the technology.

Vendor: Refers to a company who provides a web technology. For example, Google.

Prior Consent: This refers to a legal requirement to gain consent from a user before executing non-essential web technologies during the users site visit.

Granular Consent: Refers to the ability of a user to consent to a portion of technologies instead of all technologies. For example, consent to use of Advertising tags but not Social tags. Granular consent can be applied at either a Category or Vendor level.

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Consent Management Provider (CMP): A technology used to allow site publishers to comply with various consent laws For example, GDPR.

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What does the Evidon Universal Consent Platform do?

The Evidon UCP is a robust, fully-configurable Consent Management Provider (CMP). Using the UCP allows you to provide a central point of consent gathering. The Evidon UCP can support consent at any level desired (global, category, or vendor) and can be configured to completely match the look and feel of the publisher site.

What does Tag Commander Tag Manager do?

The Tag Commander Tag Manager provides a centralized place to manage the technologies used on a publisher's website. Using a tag manager allows a publisher to manage their technologies, including things like adding or removing technologies, without having to redeploy their web code when changes need to be made.

Configuring Consent

This section will walk you through the process of setting up consent rules in Tag Commander.

What you need to get started

Before setting up consent support for your Tag Commander tag manager, you should have the following information on hand:

1. Type of consent you want to support (global, category-level, vendor-level).
2. List of tag categories or vendors that need consent to execute (should be all non-essential technologies).
   a. If you are using Category Consent you will need to know all the tags that fall under each category for when you assign the rules.
3. Your Evidon UCP Tag (pulled from the Evidon Privacy Application).

This document also assumes the following:

1. You are a current UCP customer.
2. You are a current Tag Commander customer.
3. You have a working knowledge of how to configure the Tag Commander Tag Manager.

This document will provide instructions on how to configure different levels of consent in Tag Commander, but it will not go through things like how to add advertiser tags into Tag Commander.

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Add the Evidon UCP as a Tag Commander Tag

Currently the Evidon UCP is not a pre-defined tag in Tag Commander. To deploy the UCP, you will need to create a Custom tag in Tag Commander.Tag Commander. To deploy the UCP, you will need to create a Custom tag in Tag Commander.

1. Open your Tag Commander application and navigate to the target container.custom to filter the available tags.
2. Open the Tag Selector (there are multiple ways to do this in Tag Commander). Search custom to filter the available tags.
3. Search for "custom" to filter the available tags. , for example)
4. Select the <custom> (free input) tag type."Evidon UCP", for example)
5. Give the tag a descriptive name ("Evidon UCP", for example)
6. In the Tag Code section, you will need to paste in the code you get from the Evidon Privacy application.
7. Under Rules, make sure the Container Loaded trigger is applied to the new UCP tag.
8. Save the tag.
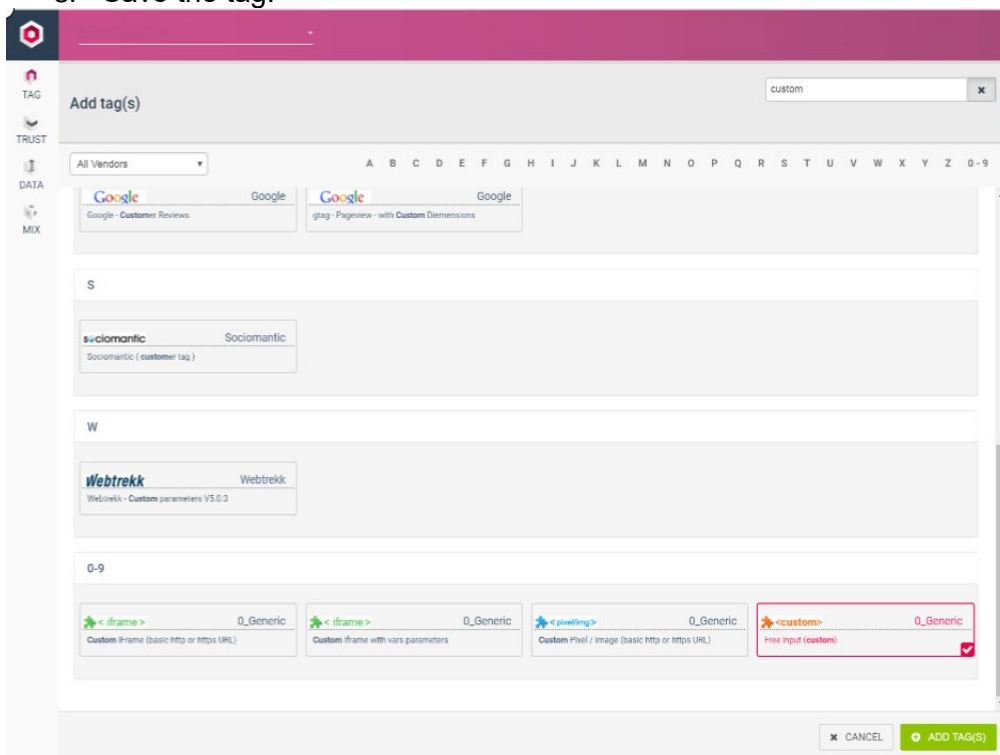
The Evidon UCP tag will be enabled in your container and will be deployed to your sites after your next publish operation.

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Set Up the Consent Trigger
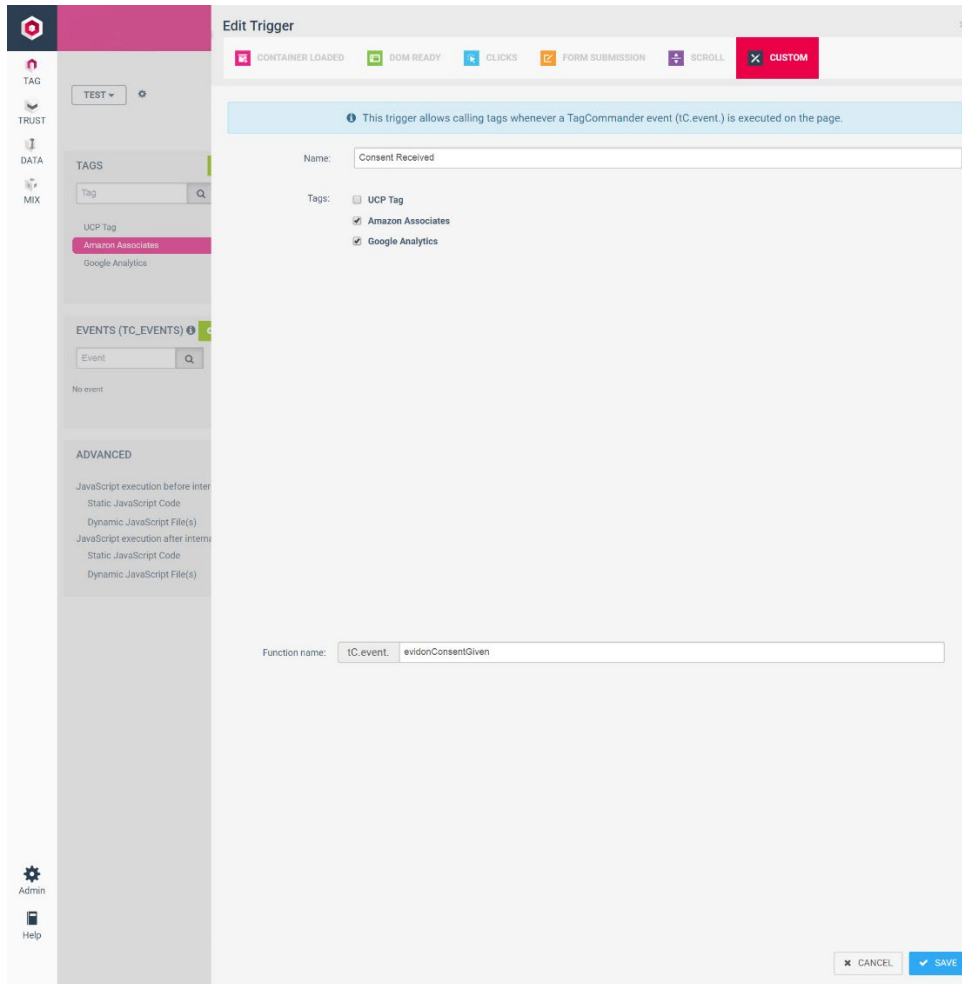
1. Open the Edit Section of your Tag Commander container. This will show the list of tags on the left side.
2. Select a tag that needs consent by clicking on it.
3. In the tag configuration panel go over to the Rules Panel on the left of the screen.
4. Click on the Plus Button (+) next to Triggers.
5. In the dialog that opens, select the Custom option along the top.
6. Give the trigger a meaningful name. Something like "Consent Received".
7. Select the tags you know need consent (you can always add/remove tags from this list later).
8. In the Function Name, enter "evidonConsentGiven" in the input next to tC.event.
9. Click Save to save the trigger.

At this point you have set up a global consent trigger and applied it to tags that need consent.

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Configuring Granular Consent

If you are going to provide more granular consent options to your site, you can configure support for those options in Tag Commander. These sections will walk you through that process.

Set Up Consent Variables

The selected categories or vendors will be passed in with the `evidonConsentGiven` event you configured in the previous section. To capture and work with that information you need to create two variables in your Tag Commander implementation. Most of the items we discuss in this document are container-specific, but variables are shared across containers, so they get set up in a different section.

Create the Category Consent Variable
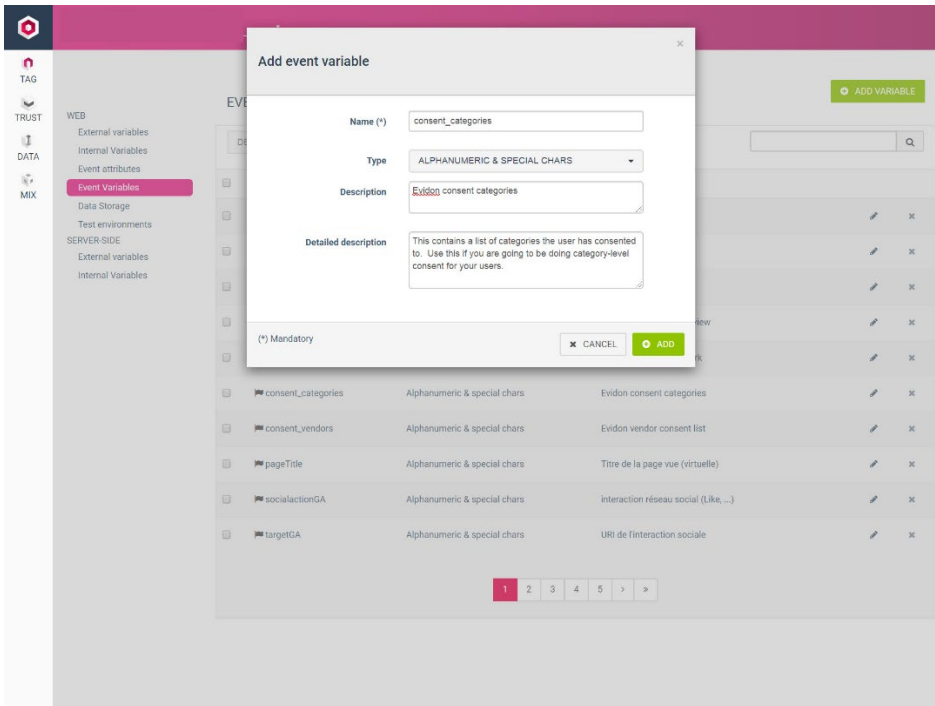
1. Switch to the Event Variables section.
2. Click the Add Variable button.
3. Give it the name "consent_categories".
4. Leave the type as Alphanumeric & Special Chars.
5. Optionally, enter a description (ex: "Evidon Consent Categories").
6. Optionally, provide a detailed description.
7. Click the Add button to commit the variable.

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Create the Vendor Consent Variable

Follow the exact same steps as the Category Consent process, but for the name enter "consent_vendors". The names match the names of the variables sent in with the event from the script, so the names are important.

Set Up the Category Constraints

If you are supporting Category-level consent choices, you will need to add Category constraints on the tags you want to apply consent to. Before you can accomplish this step, you will need to make sure you have the list of vendors that belong to each category, so you know which tags to apply the constraint to.
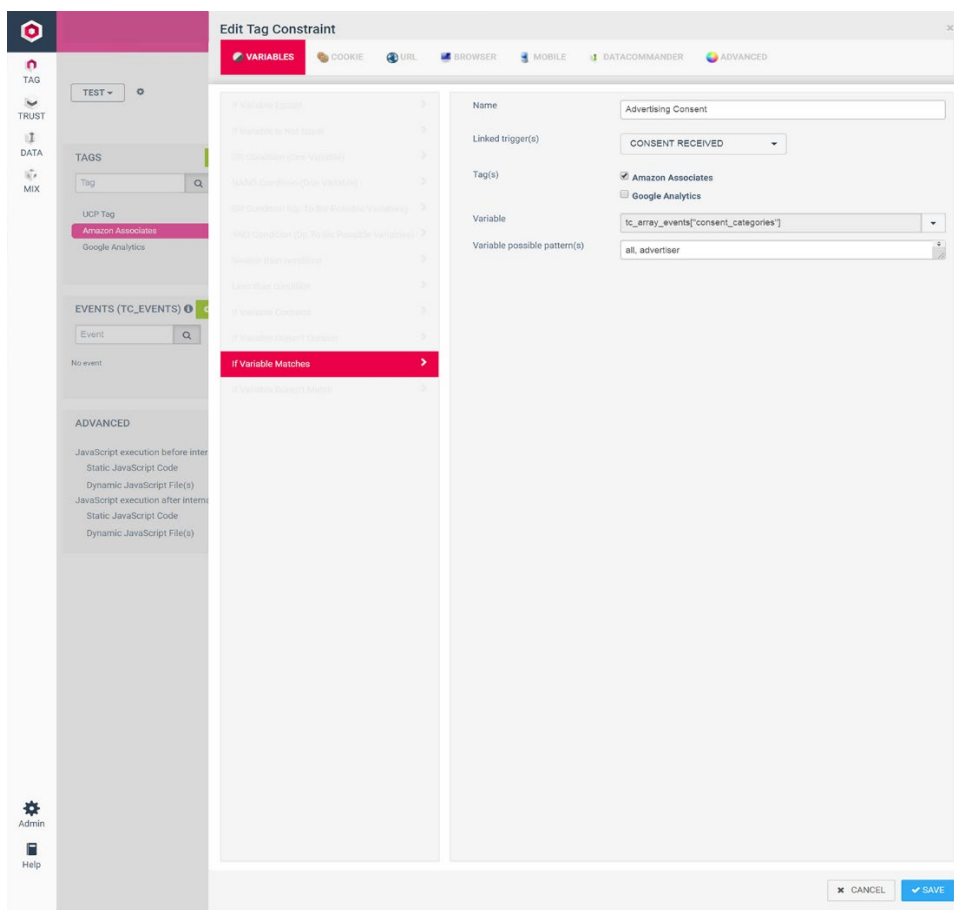
1. Select an existing tag to view the settings.
2. Under the Rules section, make sure the Consent Received trigger you set up in the previous step is selected, and any global trigger such as Container Loaded and DOM Ready are not enabled.
3. In the Constraints section, click the Add (+) button to add a new constraint.
4. Leave the Variables tab active.
5. Select the If Variable Matches option in the match options on the left side.
6. Give the constraint a meaningful name. (ex: "Advertising Consent").

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7. Under Linked Triggers, select the Consent trigger you created earlier.
8. In the Tags section, select all the tags this consent should apply to. Tag Commander is nice in this way and doesn't force you to open and modify all the tags individually.
9. In the Variable section, select the consent categories variable you created earlier.
10. In the Variable possible pattern section put in: all, {category name}. (ex: all, advertising).

If a user clicks on the global accept button, we may not have all the category names at that time. In that case, we pass in the value "all" which indicates the user has accepted all categories. That is the reason we put in the "all" option in the pattern list. The second option will be the category name.

Set Up the Vendor Constraints

If you are supporting Vendor-level consent choices, you will need to add Vendor constraints on all the vendor tags where you will offer consent. This section will walk you through the process of setting up one Vendor constraint as an example.

1. Open the Edit section.
2. Select an existing tag to view the settings.
3. Under the Rules section, make sure the Consent Received trigger you set up in the previous step is selected and any global trigger such as Container Loaded and DOM Ready are not enabled.
4. In the Constraints section, click the Add (+) button to add a new constraint.
5. Leave the Variables tab active.
6. Select the If Variable Matches option in the match options on the left side.
7. Give the constraint a meaningful name. (ex: Google Consent)
8. Under Linked Triggers, select the Consent trigger you created earlier.
9. In the Tags section, select the tag this constraint will apply to.
10. In the Variable section, select the consent vendors variable you created earlier.
11. In the Variable Possible Pattern(s) section put in: all, {vendor name}. (ex: all, google)
12. Click the Save button to commit the constraint.