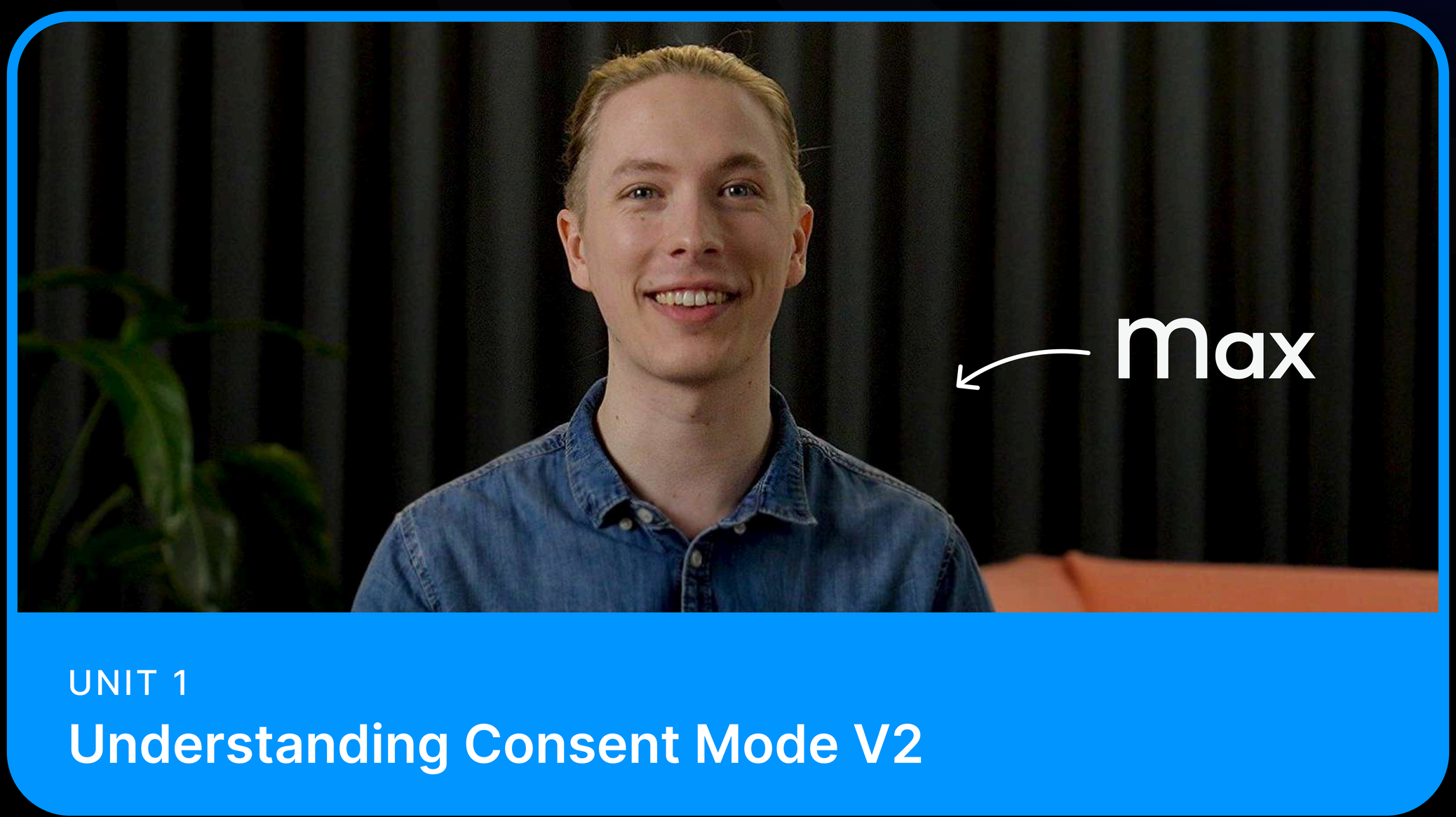
Usercentrics
Cookiebot

Consent Mode V2:

An all-in-one course



UNIT 1

Understanding Consent Mode V2

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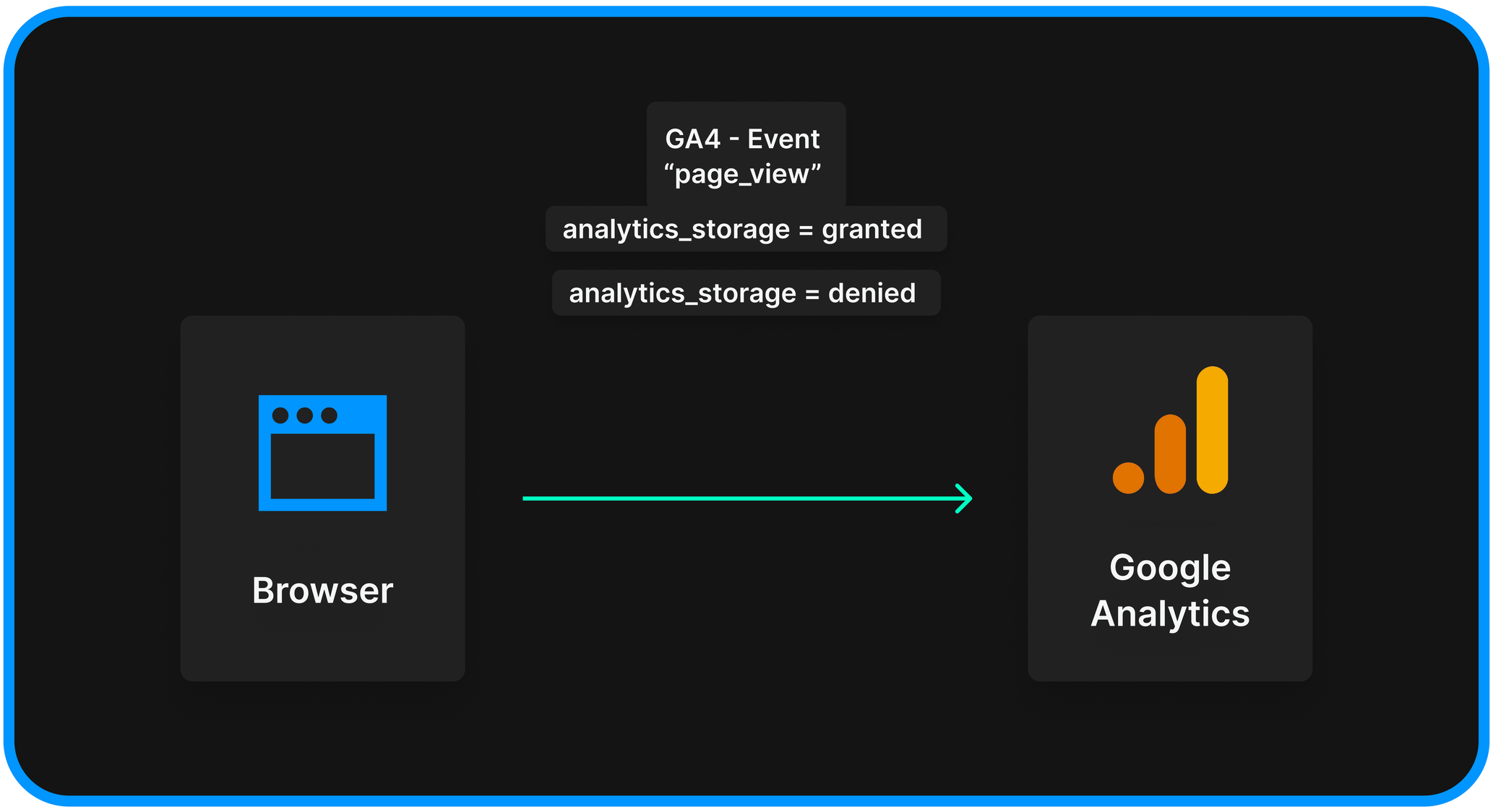
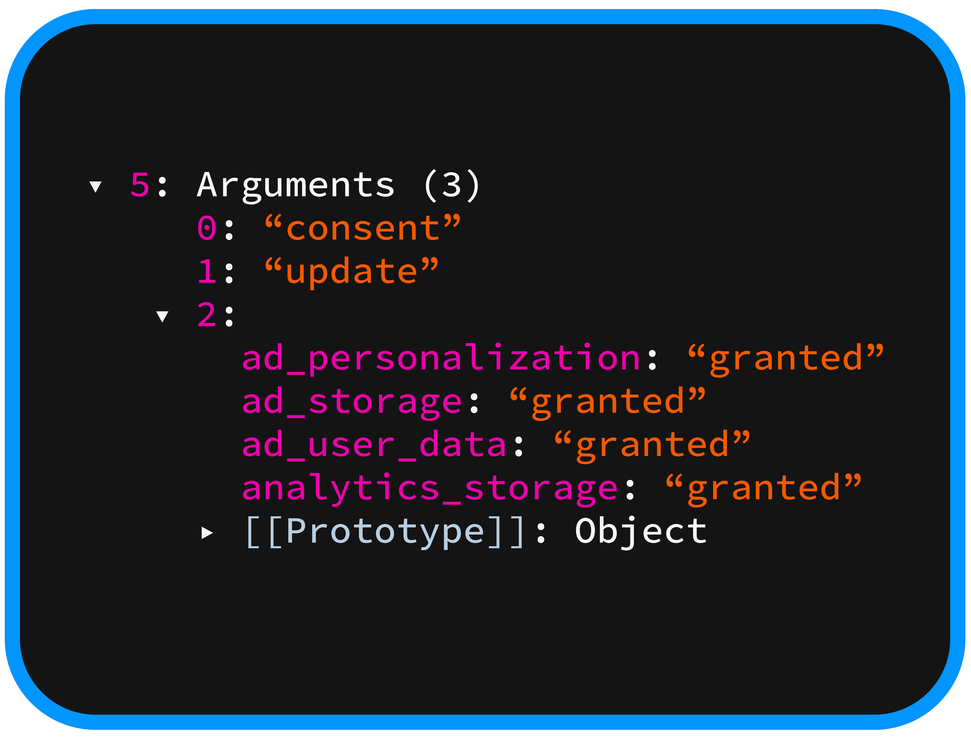
Time to discuss the reason we're here today, reading about privacy regulations instead of doing literally anything else: Google Consent Mode v2. This unit covers everything you need to know about this pesky update, how it differs from v1, and the numerous consequences of not implementing it. You'll also find out which tracking services are affected and how to enable it so they keep working as intended. While we're starting with the basics, you'll be navigating privacy regulations like a pro in no time.

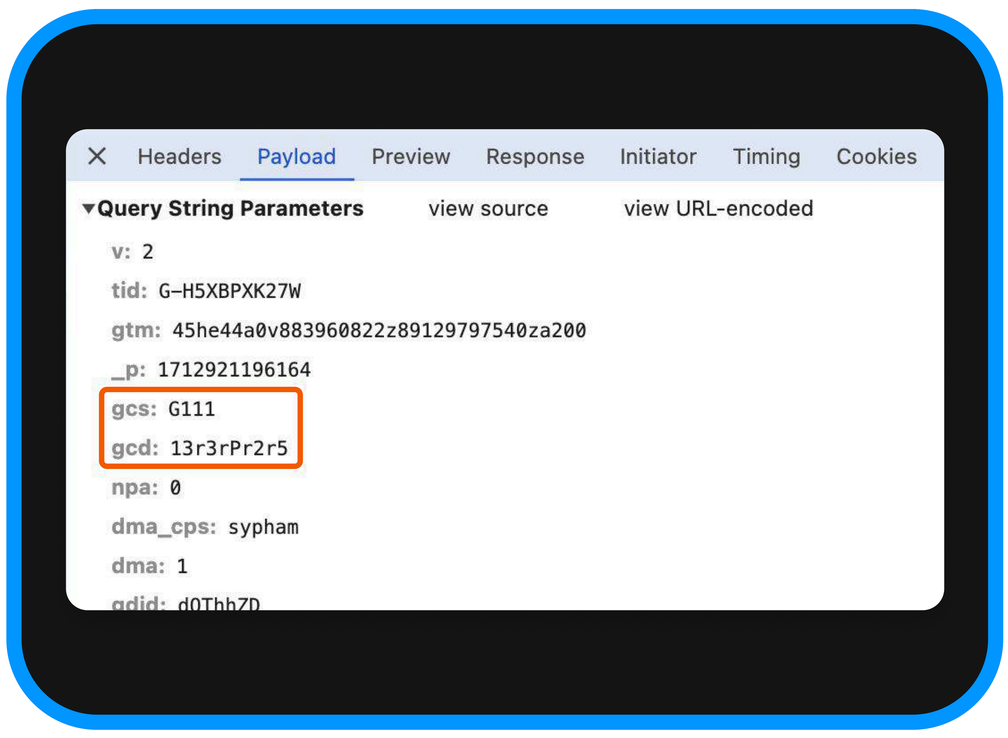
Module 1: What is Google Consent Mode V2?

- Consent Mode is a Google technology that enables information about current user consent status to be transmitted to Google, along with collected tracking data.



- The consent status is added to each “tracked event” (e.g., page view, click, or purchase) with consent parameters.





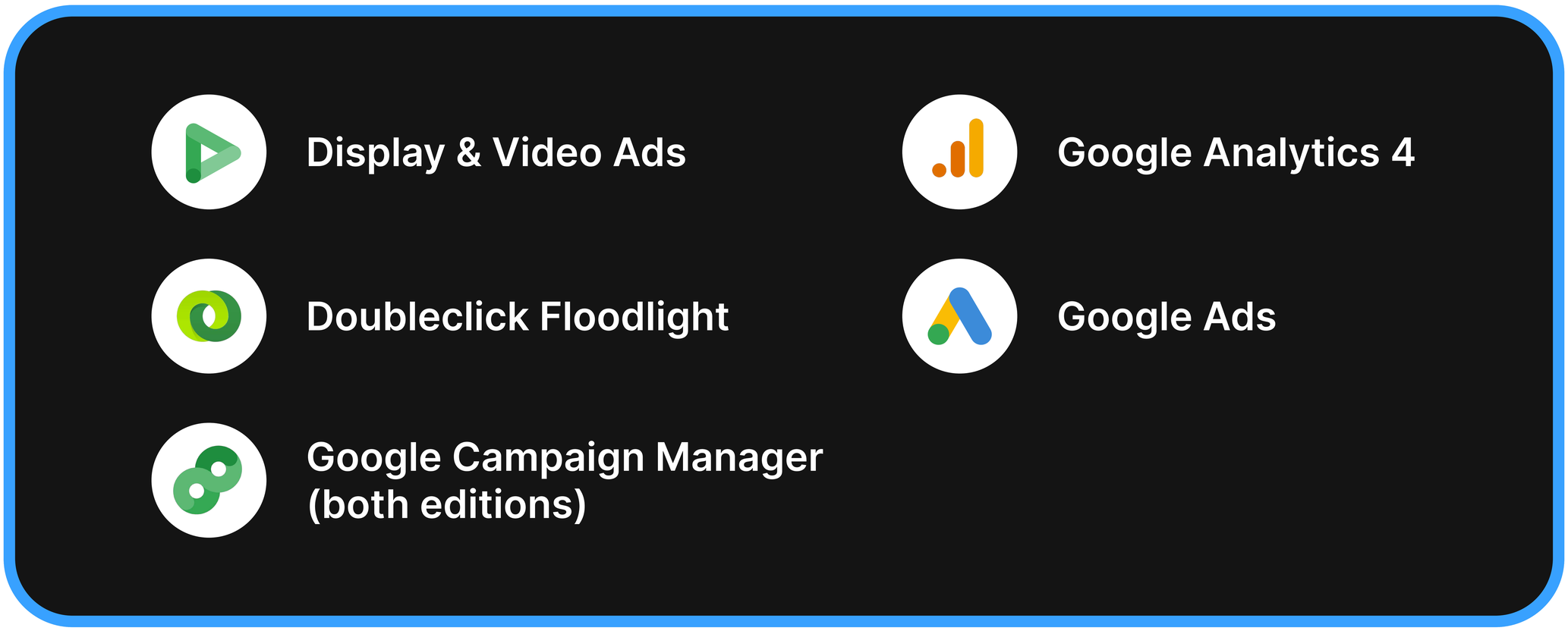
- The Consent Mode technology receives the consent status from a supported CMP. Not every CMP supports Consent Mode v2. You should always check if the CMP that you’re planning to use is certified by Google. Also, Google Consent Mode does not replace a consent banner - it provides additional functionality to send consent decisions provided from a certified CMP to Google services.

Module 2: Why do I have to implement Consent Mode V2 and what will happen if I don’t?

- Google must now ensure that they only process personal data from end users who have given their consent, so third parties using Google services must also obtain end-user consent.
- Without v2, Google will stop collecting personal information from your EU and EEA website visitors, which are important for Conversion Tracking and Remarketing features.
- Some features in the Google Marketing Platform will be disabled, including:
  - Remarketing—shows ads to users who already interacted with your ads or products
  - Dynamic Remarketing—extends classic remarketing with specific target group attributes
  - Lookalike Audiences, including Performance Max—serves ads to customers with a similar profile to your current buyers.
  - Conversion Modeling—provides modeled data in your Analytics tools.
- Google may add other features that would be disabled without Consent Mode, so it will get increasingly hard to use the Google Marketing Platform without Consent Mode.

Module 3: Which of my tracking services does Consent Mode V2 apply to?

- Most businesses use several online marketing tools besides Google, like the Meta Pixel, Segment, AWIN or similar. This particular change only affects the Google Marketing Platform products. These include:



Module 4: What are the differences between Consent Modes V1 and V2?

- V2 introduced some new Consent Parameters. The most important ones are **ad_user_data** and **ad_personalization**, which offer enhanced control over user data and advertising personalization based on user consent.
- V1 does not enable the same consent signaling that V2 does.
- If you currently have v1 installed, Google will automatically set consent signals for the new parameters based on the ones that you already set.

Module 5: How to enable Google Consent Mode V2

- You need a Google-certified CMP.
- Usercentrics and Cookiebot CMPs were among the first certified when Google launched its CMP Partner Program in 2022. In 2023, Usercentrics and Cookiebot CMPs were quickly updated to support the Consent Mode v2 integration.
- When Usercentrics or Cookiebot CMP are implemented, Consent Mode is active by default, i.e. upgrades to the latest Consent Mode API are automated.
- You need to make sure that the CMP is correctly connected to your Tag Management System and/or Analytics scripts.

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Looking for extra support?

Navigating marketing privacy compliance practices for your business doesn’t have to be a solo adventure. Explore the wealth of resources available at Usercentrics and Cookiebot™ websites to master the inner workings of Google Consent Mode V2 and future-proof your consent management strategies. Remember: with the right tools, compliance isn’t just a requirement—it’s an opportunity.

Learn more on our website