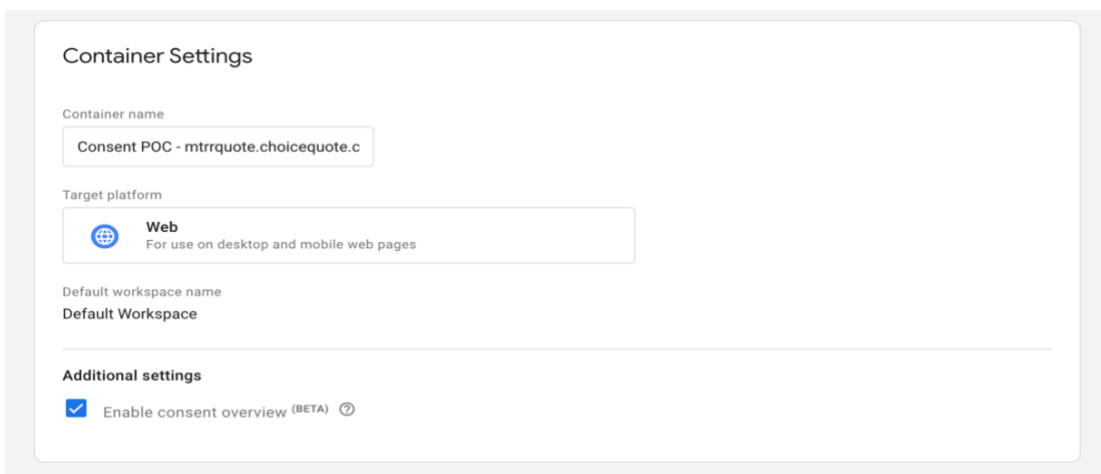


## Google Tag Manager DCR Cookie Policy Configuration – Google Consent Mode.

Below is the process for configuring tags (and custom event triggers) in Tag Manager to work with the website cookie policies provided by DCR & Google Consent Mode. This configuration must be completed to ensure that cookies are only set when the user accepts them.

1. **Enable consent overview on container in Admin container settings. (When this is enabled, Google Tag, GA4 Event Tag, Conversion Linker & AdWords Tag will be configured automatically to Google's consent categories. Custom HTML tags and 3<sup>rd</sup> party tags will need to be configured manually for consents depending on the cookie being set. See point 4 for manually configuring consents).**



The screenshot shows the 'Container Settings' interface in Google Tag Manager. The 'Container name' field contains 'Consent POC - mtrrquote.choicequote.c'. The 'Target platform' is set to 'Web' with the subtext 'For use on desktop and mobile web pages'. The 'Default workspace name' is 'Default Workspace'. Under 'Additional settings', the checkbox for 'Enable consent overview (BETA)' is checked.

2. **Create custom html tag. (Do not add any consent settings to this tag in advanced settings, should be Not set).**

- o **Name:** DCR Cookie Banner
- o **HTML:** (Insert script provided by DCR when cookie policy was requested.  
**Example (do not use):**  
`<script src="//policy.cookieareports.com/4f9b6969_panel-en-gb.js"></script>`

***N.B.** The footer html provided by DCR when the policy was requested will also need to be added to the footer of the website to complete the installation.*

### 2.1 Create trigger.

- o **Name:** Consent Initialization - All Pages
- o **Trigger Type:** Consent Initialisation



The screenshot shows the 'Tag Configuration' interface. Under 'Tag Type', 'Custom HTML' is selected. The 'HTML' field contains the following code: `<script src="//policy.cookieereports.com/58c95353_panel-en-gb.js"></script>`. Under 'Triggering', 'Consent Initialization - All Pages' is selected as the firing trigger.

### 3. Page load level triggers.

The Page Views (All Pages) trigger type provided in GTM should not be used for page load level triggers. When page load level triggers are required, custom even triggers must be used instead. The following is the trigger to be used for the GA4 Website Configuration tag:

- **Name:** WSCR\_Consent\_Loaded
- **Type:** Custom Event
- **Event Name:** wscr.consent

The screenshot shows the 'Trigger Configuration' interface. Under 'Trigger Type', 'Custom Event' is selected. The 'Event name' field contains 'wscr.consent' and the 'Use regex matching' checkbox is unchecked. Under 'This trigger fires on', 'All Custom Events' is selected. Under 'References to this Trigger', 'GA4 Website Configuration Tag' is listed.

#### 4. Custom HTML tags.

Excluding the custom html tag created in step 2, all custom html tags will need to have consent categories manually added in the advanced settings/consent settings of the tag, depending on the type of cookie being set. Google's consent settings map to the following DCR categories:

Category Designation	Title	Consent Mode
Category 1	Necessary	security_storage
Category 2	Site experience	functionality_storage OR personalization_storage
Category 3	Performance & operation	analytics_storage
Category 4	Marketing, anonymous cross site tracking	ad_storage
	Although a selectable mode, when Category 4 is selected the following consent modes will also be granted: ad_personalization ad_user_data	

If you are adding a new custom html tag with a new script, and you are unsure of the consent category to add to the container, then please contact the DCR Admin for Gallagher. Most 3<sup>rd</sup> party tracking scripts, such as Facebook, SessionCam and other ad network cookies will fall under category 4 – ad\_storage.