

Cookie Consent API - ConsentV2

ⓘ Important

Starting October 31, 2025, Clarity begins enforcing consent signal requirements for page visits originating from the European Economic Area (EEA), United Kingdom (UK), and Switzerland (CH). A valid consent signal is required to ensure full functionality of Clarity features for users in these regions.

If your Clarity project is configured to require [cookie consent](#), use the consent V2 API to pass the user's consent decision. This enables Clarity to:

- Set [first-party and third-party cookies](#) and track users across sessions when consent is granted.
- Operate in no-consent mode (with limited tracking), with no first-party and third-party cookies set, if consent is denied.

If consent is not granted, Clarity assigns a [unique ID per page view](#) and does not use cookies to persist session data.

ⓘ Note

`consentv2` is the latest and recommended method for passing user cookie consent status to Clarity. It replaces the [older Consent API](#), which is planned for deprecation and should no longer be used.

Syntax

JavaScript

```
window.clarity('consentv2',{
  ad_Storage: "granted | denied",
  analytics_Storage: "granted | denied"
});
```

Parameters

[+] [Expand table](#)

| Parameters | Type | Required | Description |
|-------------------|--------|----------|---|
| ad_Storage | String | Yes | Consent for storing data related to ads. |
| analytics_Storage | String | Yes | Consent for storing analytics-related data. |

On your website, update the JavaScript to listen for the event indicating whether the visitor consents to cookies:

- If the visitor **declines** cookies: no further action is required. Clarity does not set its cookies in this case.
- If the visitor **accepts** cookies: inform Clarity that consent has been granted by triggering the appropriate JavaScript call.

Examples

Informing Clarity of user consent

JavaScript

```
window.clarity('consentv2', {  
  ad_Storage: "granted",  
  analytics_Storage: "granted"  
});
```

Informing Clarity of denied analytics storage consent

JavaScript

```
window.clarity('consentv2', {  
  ad_Storage: "granted",  
  analytics_Storage: "denied"  
});
```

Informing Clarity of denied ad storage consent

JavaScript

```
window.clarity('consentv2', {
```

```
ad_Storage: "denied",
analytics_Storage: "granted"

});
```

Informing Clarity of denied consent

JavaScript

```
window.clarity('consentv2', {
ad_Storage: "denied",
analytics_Storage: "denied"

});
```

Example - Adding Clarity consent call inside event listener

You can add the following call inside your cookie compliance script's event listener. This example assumes you trigger a `consentGranted` event when a user accepts cookies.

JavaScript

```
window.addEventListener("consentGranted", (ad_Storage: string, analytics_Storage: string) => window.clarity('consentv2', {
ad_Storage: "ad_storage",
analytics_Storage: "analytics_storage"

}););
```

Once Clarity receives the user's consent, it enables session tracking across multiple pages, giving you access to Clarity's analytics features and insights.

 **Note**

If you use the previous consent API, `window.clarity('consent', true)`, Clarity applies the same state for each of the consent types.

What happens when a user rejects cookies?

When a user rejects the Clarity cookie, Clarity deletes any existing cookie for the website, ends the current session, and restarts tracking in no-consent mode, with no Clarity cookie used. No-consent mode remains active on future visits until the user provides consent.

Erase cookies

You can erase clarity's cookies and start a new session on the users' machine using the following script:

JavaScript

```
window.clarity('consent', false);
```

This clears the Clarity cookies from the user's browser and prevent further tracking until new consent is granted.

FAQ

For more answers, refer to [Cookie Consent FAQ](#).

Explore more

You can also obtain consent through

[Consent Management Platform](#)

[Third-Party Platforms](#)

Learn more

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[Consent Mode](#)

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