Prebid.js CMP Best Practices

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{: .alert.alert-info :} **This is a work in progress.** This document is intented to be a repository for the Prebid.org community to collect best practices regarding the integration of Prebid.js and Consent Management Platforms.

## NOT LEGAL ADVICE

{% include legal-warning.html %}

## General

Prebid cannot define a standard one-size-fits-all way of integrating with CMPs – there are too many special cases, custom implementations, and differently flavored CMPs for that.

Instead, here are some general guidelines:

* You can’t just automatically turn on the GDPR Enforcement Module when not in GDPR scope.
* You need to understand how your CMP works, how you want to handle the “first page” scenario where the user hasn’t yet had time to answer CMP questions, and how your site is laid out geographically.
* We recommend that the page first load a CMP stub synchronously, then asynchronously load the CMP code and the Prebid code

## The Role & Relations of the CMP/TCF gdprApplies and Prebid gdpr.defaultGdprScope

### CMP/TCF gdprApplies

The indicates the determination of whether GDPR applies in this context. The CMP, in most cases, is responsible for this. The publisher provides this value when supplying [static](/dev-docs/modules/consentManagement.html) consent data.

### Prebid gdpr.defaultGdprScope

This indicates the behavior of Prebid when the CMP **does not** provide a value for gdprApplies. Critically, the **defaultGdprScope** is applied if the user times-out in replying to the CMP’s questions. While this also can happen if the CMP doesn’t set the value in certain cases, or the CMP isn’t loaded, the timeout behavior critical to understand. Essentially, the value of this config variable takes the place of the CMP gdprApplies when gdprApplies value cannot be determined.

## What does that mean?

Prebid.js doesn’t have a concept of the geographic region where it’s running. It’s up to the CMP and/or publisher to configure Prebid.js correctly. Here are some options for discussing with with your lawyers, engineers, and CMP provider:

* If you use a CMP and they **always** return a proper tcfapi function for all pageviews, even when geo targeting is used, then you should set gdpr.defaultGdprScope to true and let the functionality work as intended.
* If you otherwise remove the CMP from the page based on Geo, then you should align your Prebid config to that and consider removing the consentManagement config from the Prebid.js entirely when GDPR does not apply.
* Because of the timeout behavior, gdpr.defaultGdprScope should not be set to false globally. This value could be modified based on Publisher defined logic, but a blanket false will result in timeouts in the EEA being treated as GDPR not applying, when it should.

Here are some approaches where PBJS config can be the same across all geos:

* The CMP function is always present, it does the geo-detection, and passes ‘gdprApplies: true/false’ to Prebid.js as appropriate.
* If the CMP is removed in some geos but the CMP creates a \_\_tcfapi() function and sets gdprApplies to false, then the page can rely on this function and set a global consentManagement config.

In these approaches, the publisher has to be aware of the geo and tell Prebid.js what to do:

* When in the EEA, the page sets consentManagement config, but when not in the EEA, the page avoids setting the consentManagement config, turning off GDPR enforcement.
* When not in the EEA, the page sets consentManagement config with defaultGdprScope=false so that if the CMP is slow to respond then enforcement is off.

## CMP Best Practices

Community members are welcome to contribute more specific implementation approaches here. Please do not attempt to extoll the virtues of one CMP over another – just help others with interface idiosyncacies.

### Didomi

Please follow the guidelines in the [Didomi documentation](https://developers.didomi.io/cmp/web-sdk/third-parties/custom-integrations/no-tag-manager) to make sure that the CMP is loaded before the ad server and Prebid.js.

### LiveRamp

LiveRamp has verified that they create the tcfapi functions and set gdprApplies=false when their CMP is removed from a geo.

### Sirdata

Please follow the guidelines in the [Sirdata documentation](https://cmp.docs.sirdata.net/v/en/script-management/tag-conditioning) to make sure that the CMP is loaded and the user’s choice exposed through the \_\_tcfapi() function before the ad server and Prebid.js are invoked.

## Further Reading

* [IAB TCF Implementation Guidelines](https://github.com/InteractiveAdvertisingBureau/GDPR-Transparency-and-Consent-Framework/blob/master/TCFv2/TCF-Implementation-Guidelines.md)
* [GDPR Enforcement Module](/dev-docs/modules/gdprEnforcement.html)