Consent governance for analytics

Overview

Compliance plan for GA4, GTM, and third-party tags to meet consent requirements.

Evidence highlights

- Tag inventory and data-sharing map produced for third-party dependencies.
- Consent-driven firing rules defined to prevent unauthorised data collection.

Risk process

Define

Objective set to reduce regulatory risk while preventing reporting gaps; scope covered GA4 and GTM configurations and third-party tag dependencies.

Assess

Current tag usage and data-sharing practices reviewed; consent gaps identified.

Treat

Staged plan built: tag inventory, consent rules, privacy policy updates, and test scenarios.

Monitor

Ongoing compliance checks and periodic governance reviews established.

Outcomes and learning

- Documented roadmap delivered to maintain reporting continuity and reduce compliance exposure.
- Consent controls require continuous monitoring and clear ownership.