Consentmanager.net

Integration guide

How to start?

In order to start, please visit www.consentmanager.net. In the right top corner you will find the login icon. Once you are logged in, you will find several new items in the menu:

Home – Short Overview on your CMPs

CMPs – Add/edit your CMPs

Designs – Add/edit your designs

Texts – Add/edit your texts

Reports – See reports for your CMP and pubvendors.json

Consent Log – Request a consent log from our database

Vendors – See the global vendor list (GVL) and the changes for the various versions

Setup your website and CMP

In order to get the CMP integrated into your website, you first need to setup at least one CMP in our system. Therefore please go to "CMPs" and click on the "Add New CMP" button.

The following settings might be of interest for you:

CMP name – Can be any name, domain or URL. A "CMP" in our system is not restricted to be exactly one physical website but can also be a group of websites or just a sub-channel of a website.

Logo-URL & Privacy-Page-URL – Make sure you add these URLs as they will influence the Acceptance-Rate of your CMP.

Designs – Select the designs that should be shown. Selecting no design will be treated the same way as if you selected all designs. If you choose more than one design, the system will rotate these designs and optimize for the design with the highest acceptance rate.

Vendorlist – Depending on your understanding of the GDPR law you can or must choose the whitelist. In order to choose/edit your whitelist, please save the website first. Once you saved a website with whitelist vendor setting, a link in the websites-list will appear, allowing you to edit the vendor list:

Important note: If whitelisting is enabled, the IAB CMP specs do no longer allow global consent cookies. This means, that all visitors on your website need to asked (again), even if they already gave consent on a different website. If whitelisting is disabled, a visitor can give consent on website A and another website B can use the same consent decision without the need to ask the visitor again.

Non-EU Visitors – If disabled, the CMP will only appear for visitors that are from countries within the EEA. If enabled, the CMP will appear to all visitors.

CMP Code

In order to integrate the CMP code into your website, please login to your consentmanager.net account and click on "CMPs". On this site you will find a table with all of your CMPs. For each CMP you will find a link "Get CMP code" which will lead you to a page where you can find the standard CMP code.

Please make sure you copy the complete and unchanged code into your website. Copy the code directly behind the <body> tag in your website.

Note: The CMP code may be delivered via TagManager or the adserver as long as no iframes are used. Anyhow we do not recommend to deliver the code via an adserver due to legal issues.

Note: Once the code is created, it will never change. You can edit your CMP settings, designs and texts in our system without the need to change the code on your website.

The code can also be integrated into your website using our WordPress Plugin. You can find the plugin here: https://wordpress.org/plugins/consent-manager/

Using a synchronous CMP code
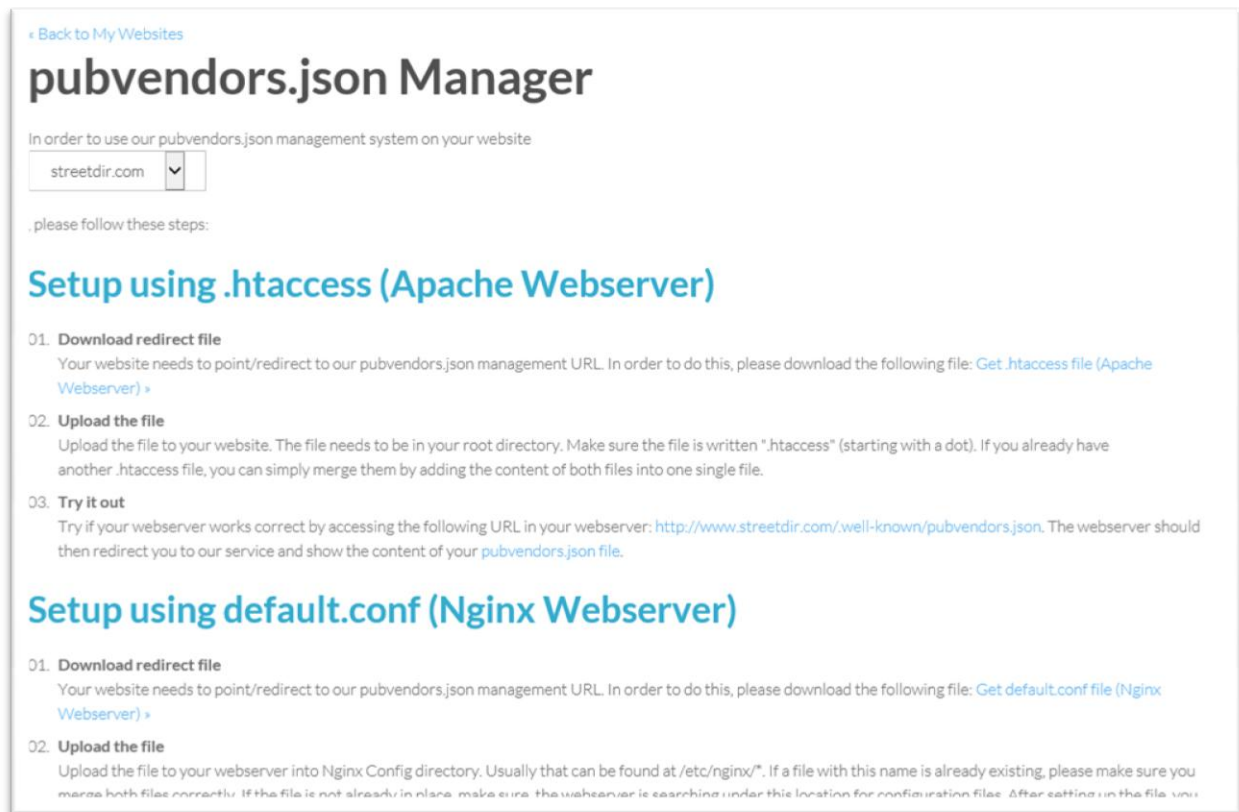
In some cases it can be necessary to use a synchronous version of the CMP code. In order to use the CMP code in this way, please use the following lines of code:

```
<link rel="stylesheet"
href="https://consentmanager.mgr.consensu.org/delivery/cmp.min.css" />
<script type="text/javascript"
src="https://consentmanager.mgr.consensu.org/delivery/cmp.min.js"></script>
<script type="text/javascript"
src="https://consentmanager.mgr.consensu.org/delivery/cmp.php?id=XXX"></script>
```

Please make sure to replace "XXX" with the ID of your CMP.

Pubvendors.json Manager (optional)

In order to integrate the CMP code into your website, please login to your consentmanager.net account and click on "CMPs". On this site you will find a table with all of your CMPs. For each CMP you will find a link "Get pubvendors.json code" which will lead you to a page where you can download the integration file.

Please make sure you download the version of the file that matches your webserver.

Create own Design/s

We already created some default designs for you that can be used. Anyhow, if you want to align the appearance of the CMP to your website, you can create an own design. In order to do this, please login, go to "Designs" and click on the "Add New Design" button.

The following settings might be of interest for you:

Name – Any name that you want

Position – Where to display the CMP screen on the page

Hide website – if enabled, the website is hidden behind the CMP screen with a (partly) transparent layer. You can set the opacity (transparency) and color of the layer in the settings below.

Click behavior – how the CMP should react if a visitor clicks on the background (the layer that hides the website)

No-Button – if the "Reject all" button is visible or hidden

Close-Button – you can show a close button (X in the right top corner of the CMP screen) in addition/instead of the No-Button

Font Settings – you can set font-size, line height, color and style for all text elements of the CMP screen.

Box settings – you can set the background color, borders and paddings of the box

Note: The logo and privacy-url are not part of the design but of the website-settings. Therefore a design can be used by multiple websites.

Note: Make sure you select the new design in website-settings once you created it.

Aligning Texts

The CMP automatically shows the texts in one of the 25 languages that are present in the EEA. Therefore we created the texts that matches the most cases and should "fit" the legal requirements of most countries and most of our clients.

If you want to add/edit the texts please login to your account and follow these steps:

1. Go to "Texts"
2. Choose the design and the language you want to edit the texts for
3. Change the texts and press the Save button

Note: Leaving a field empty restores the original/default text for this text. If you want an empty field, please insert a space.

Note: All texts can be used with macros/placeholders:

[cmp] - will be replaced by the CMP name from your settings
[CMP] - will be replaced by the cmp name from your settings with uppercase first character
[domain] - will be replaced by the domain name of the current page the visitor is on (e.g. www.mysite.com)
[Domain] - will be replaced by the domain name of the current page the visitor is on with uppercase first character (e.g. Www.mysite.com)
[host] - will be replaced by the domain name of the current page the visitor is on (e.g. mysite.com)
[Host] - will be replaced by the domain name of the current page the visitor is on with uppercase first character (e.g. Mysite.com)

Further customization of the CMP

All HTML elements of the CMP screen output can be further customized by using CSS on your website. Therefore all relevant elements have a CSS-class (<element class="…">) starting with "cmp" (e.g. "cmpbox", "cmpclose", "cmplogo" and so on).

Forcing the consent screen

If you want the consent screen to show up (even for users that already gave consent), you can do so by simply loading the page with either a hash (#cmpscreen) or parameter (?cmpscreen). For example: http://www.mywebsite.com/#cmpscreen will force the consent screen to show.

Changes to the IAB CMP Framework JS API

In order to allow more flexibility, we added some extensions to our implementation of the IAB CMP Framework JS API. These are:

__cmp(… , … , …, async)	The global __cmp function is extended by a fourth parameter. If present and set to false, the callback function will fire immediately and will not be queued.
__cmp("addEventListener", …) and __cmp("removeEventListener", …)	See section CMP Events below.
__cmp("consentStatus", …)	Returns a consent status object: {'consentExists': true/false, 'consentData': '…'}

Example:

```
<script>
var vendorid = 3; //vendor number 3
var purposeid = 1; //allow cookies

var x = __cmp("consentStatus", null, null, false);
if(typeof(x) == 'object' && "consentExists" in x && x.consentExists)
{
 //consent data is present, check if consent for vendor is given
 var y = __cmp("getVendorConsents", new Array(vendorid), null, false);
 if(typeof(y) == 'object' && "gdprApplies" in y && (!y.gdprApplies ||
(y.vendorConsents[vendorid] && y.purposeConsents[purposeid])))
 {
  //everything is fine!
 }
}
</script>
```

(Please make sure to remove incorrect line breaks when coping the text above)

The example above shows a sample code on how you can check if the consent string is present and if consent is given for a certain vendor & purpose in a synchronous way.

CMP Events

In order to get notifications when certain events occur, you can use the following JavaScript Methods:

- __cmp("addEventListener",["eventname",callableFunction,capture],null)
- __cmp("removeEventListener",["eventname",callableFunction,capture],null)

The CMP can call the following events:

"init"	CMP code is loaded and the stub code has been removed. At this stage the CMP has no information about the consent yet.

"settings"	CMP finished loading its settings. If a consent string existed already, the consent data can now be read from the CMP.
"consentscreen"	CMP shows the consent screen
"consentscreenoff"	CMP removes the consent screen
"consent"	CMP has gathered consent or a preexisting cookie was found. Consent data can now be read from the CMP.
"consentapproved"	Visitor gave positive consent to all vendors/purposes
"consentrejected"	Visitor rejected all vendors and purposes
"consentcustom"	Visitor gave custom consent (accepts and rejections)

Example

```
<script>
function getInfos(){ /*... do something ...*/}
__cmp("addEventListener",["consent",getInfos,false],null);
</script>
```

CMP AdBlocking / Postponing ad load

The CMP can postpone the load of ads on your website until consent is given. In order to enable this feature you need to change existing creative codes on your website.

Please note, that blocking / postponed loading only works with asynchronous script codes and Iframe codes.

Iframe-Codes

If you want to postpone an iframe code, please follow these steps:

1. Change the src="..." attribute of the iframe to data-cmp-src="..."
2. Add a new src="about:blank" attribute to the iframe
3. If a class="..." exists, add "cmplazyload" to the value. If class does not exist, add the attribute including the value

Example code before change:

```
<iframe width="300" height="250" noresize="noresize" scrolling="no"
        frameborder="0" marginheight="0" marginwidth="0"
        src="http://adserver.de/?x=1&y=2"
        ALLOWTRANSPARENCY="true"></iframe>
```

Example code after change:

```
<iframe width="300" height="250" noresize="noresize" scrolling="no"
        frameborder="0" marginheight="0" marginwidth="0"
        class="cmplazyload"
        src="about:blank"
        data-cmp-src="http://adserver.de/?x=1&y=2"
        ALLOWTRANSPARENCY="true"></iframe>
```

asynchronous Script-Codes

If you want to postpone the load of an async. Script code, please follow these steps:

1. Change the src="..." attribute of the script to data-cmp-src="..."
2. If a class="..." exists, add "cmplazyload" to the value. If class does not exist, add the attribute including the value

Example code before change:

```
<ins class="asm_async_creative" style="display:inline-block; width:300px;
height:250px; text-align:left;" data-asm-host="ads.adspirit.net" data-asm-
params="pid=395&wmid=525&nvc=1"></ins>
<script src="https://ads.adspirit.net/adasync.min.js" async
type="text/javascript"></script>
```

Example code after change:

```
<ins class="asm_async_creative" style="display:inline-block; width:300px;
height:250px; text-align:left;" data-asm-host="ads.adspirit.net" data-asm-
params="pid=395&wmid=525&nvc=1"></ins>
<script class="cmplazyload" data-cmp-src="https://ads.adspirit.net/adasync.min.js"
async type="text/javascript"></script>
```

Additional attributes

The following additional attributes can be added to script/iframe codes in order to further align the delivery to certain consent results:

- data-cmp-hide="1" – if present, CMP will hide the iframe if consent is not given and unhide the iframe if consent is given
- data-cmp-vendor="x" – CMP will only activate this script/iframe if consent for vendor x is given
- data-cmp-purpose="x" – CMP will only activate this script/iframe if consent for purpose x is given

Integrating postponed loading with Google GPT, DFP or Google AdSense

If you are using Google GPT, DFP or Google AdSense, please see the following URL for further information how to stop the AdServer from requesting ads:

https://support.google.com/dfp_premium/answer/7678538?hl=en&ref_topic=9007190

In order to get notified when consent is given, you can use Events (see above).