

Example 1: Updating Consent Modes Using Triggers for Button Clicks

1. Create User Interaction Triggers in GTM

You need to create triggers in GTM that fire when the user interacts with your consent banner (e.g., clicks "Yes" or "No").

1. **Click Trigger for "Yes":**
 1. Go to **Triggers** in GTM and create a new trigger.
 2. Choose **Click - All Elements**.
 3. Choose to listen to **Some Clicks**.

Select **Choose Built-In Variable** and select the appropriate variable type. For ID selectors, Choose

4. **Click ID**.
 5. Choose your condition operator and provide your consent prompt button IDs as a value.
 6. Name the trigger (e.g., "Consent Granted Click").
2. **Click Trigger for "No":**
 1. Repeat the steps above for the "No" button (or equivalent) and name it (e.g., "Consent Denied Click").

Example Consent Banner HTML:

```
<div id="consent-banner">  
  <p>We use cookies to improve your experience. Do you accept?</p>  
  <button id="consent-yes">Yes</button>  
  <button id="consent-no">No</button>  
</div>
```

Example Consent-Granted Trigger:

The screenshot shows the 'Trigger Configuration' interface in Google Tag Manager. The 'Trigger Type' is set to 'Click - All Elements'. Under 'This trigger fires on', the 'Some Clicks' radio button is selected. The configuration rule is set to 'Fire this trigger when an Event occurs and all of these conditions are true'. A single condition is defined: 'Click ID' equals 'consent-yes'.

2. Create Custom HTML Tags for Consent Updates

Create two Custom HTML tags in GTM to update the consent state based on user interaction.

1. Custom HTML Tag for Granted Consent:

1. Go to **Tags** and create a new tag.
2. Choose **Custom HTML Tag**.
3. Add the following script:

```
<script>
window.uetq = window.uetq || [];
window.uetq.push('consent', 'update', {
  'ad_storage': 'granted'
});
</script>
```

1. Set the **Triggering** to the "Consent Granted Click" trigger you created earlier.
2. Save and publish the tag.

3. Custom HTML Tag for Denied Consent:

1. Repeat the steps above but change the script to:

```
<script>
window.uetq = window.uetq || [];
window.uetq.push('consent', 'update', {
    'ad_storage': 'denied'
});
</script>
```

1. Set the **Triggering** to the "Consent Denied Click" trigger you created earlier.
2. Save and publish the tag.

3. Implementing the Consent Banner

Ensure your consent banner HTML includes buttons with IDs or classes that can be used to identify the elements for the GTM triggers.

Example 2: Updating Consent Modes Using Custom Events

1. Send Custom Events on User Choices to GTMs Data Layer

If you already are listening to user privacy choices and control JavaScript on your page, you may choose to leverage custom events that are sent to GTMs data layer and that can be used as custom event triggers in your GTM workspace.

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</div>
```

Assuming your consent banner looks like the above, a custom GTM event can be sent to GTMs data layer as follows:

jQuery

```
$('#consent-yes').click(function() {  
    dataLayer.push({'event': 'consent_granted'});  
});
```

JavaScript

```
document.getElementById('consent-yes').addEventListener('click', function() {  
    dataLayer.push({'event': 'consent_granted'});  
});
```

2. Create User Interaction Triggers in GTM

You need to create triggers in GTM that fire when the user interacts with your consent banner (e.g., clicks "Yes" or "No").

1. Click Trigger for "Yes":

1. Go to **Triggers** in GTM and create a new trigger.
2. Choose **Custom Events**.
3. Choose a descriptive event name.
4. Choose to listen to **Some Custom Events**.
5. Select **Event** as the variable type.
6. Choose your condition operator and provide your data layer event name from your custom JavaScript function.
7. Name the trigger (e.g., "Consent Granted Click").

2. Click Trigger for "No":

1. Repeat the steps above for the "No" button (or equivalent) and name it (e.g., "Consent Denied Click").

3. Create Custom HTML Tags for Consent Updates

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1. Repeat the steps above but change the script to:

```
<script>
window.uetq = window.uetq || [];
window.uetq.push('consent', 'update', {
  'ad_storage': 'denied'
});
</script>
```

1. Set the **Triggering** to the "Consent Denied Click" trigger you created earlier.
2. Save and publish the tag.

Example 3: Controlling Universal Event Tracker Fires with Google Tag Managers Consent Requirement

If you work with a [CMP](#)

[that is supporting Google's Consent Mode feature](#), you may choose to only fire Microsoft's Universal Event Tracker if a user has granted consent to given purposes. To do this, follow the steps outlined below.

1. **Edit Universal Event Tracker Consent Setting**
 1. Go to **Tags** in GTM and select your Universal Event Tracker.
 2. Choose **Tag Configuration** and **Edit** the existing tag.
 3. Expand the **Advanced Settings**.
 4. Expand the **Consent Settings** section.
 5. Select **Require additional consent for tag to fire**.
 6. Select the necessary purposes, such as **ad_storage**.
 7. **Save** your changes.

Please note that this will cause Universal Event Tracker to only measure events in cases where users have granted consent to the `ad_storage` purpose via your Consent Management Platform provider.

Testing and Debugging

1. **Preview Mode in GTM:** Use GTM's Preview mode to test the triggers and tags.
2. **Check Console:** Open the browser console to check if the consent updates are being pushed correctly.

By following these steps, you can dynamically update the consent settings based on user interactions using GTM. This method ensures that the user's consent preferences are honored in real-time, providing a compliant and user-friendly experience.