

Consent vs. Opt Out

<https://community.crownpeak.com/t5/FAQs-for-DG/UCP-Frequently-Asked-Questions-FAQs/ta-p/889>

CONSENT

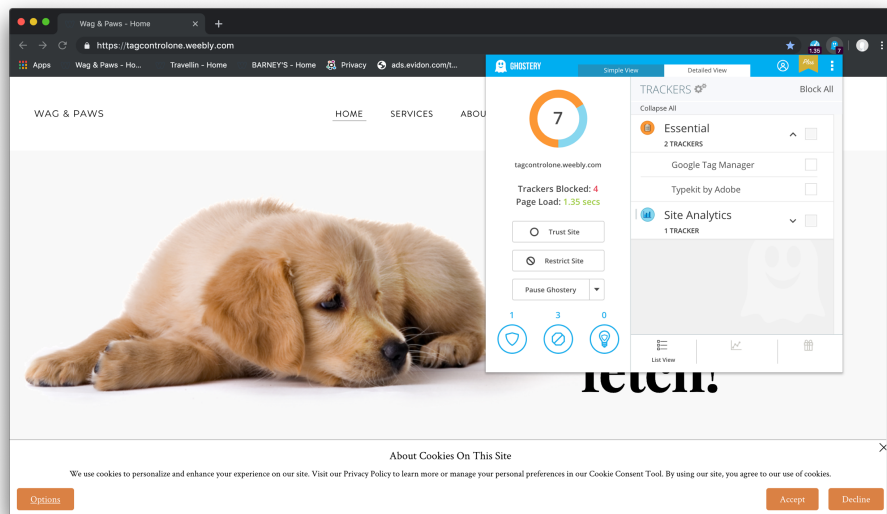
Let's use this site for example:

<https://tagcontrolone.weebly.com/>

Allowing for technologies to fire and track you for marketing purposes.

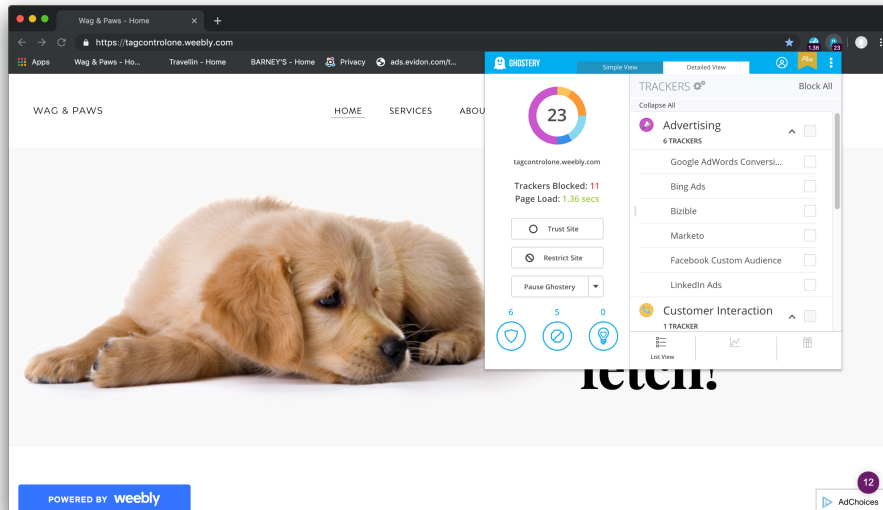
Navigate to the site – Prior Consent

- As you can see – from the ghostery ad extension – only essential vendors are found firing before consent (GTM, Typekit by Adobe, 1 Analytics tracker)

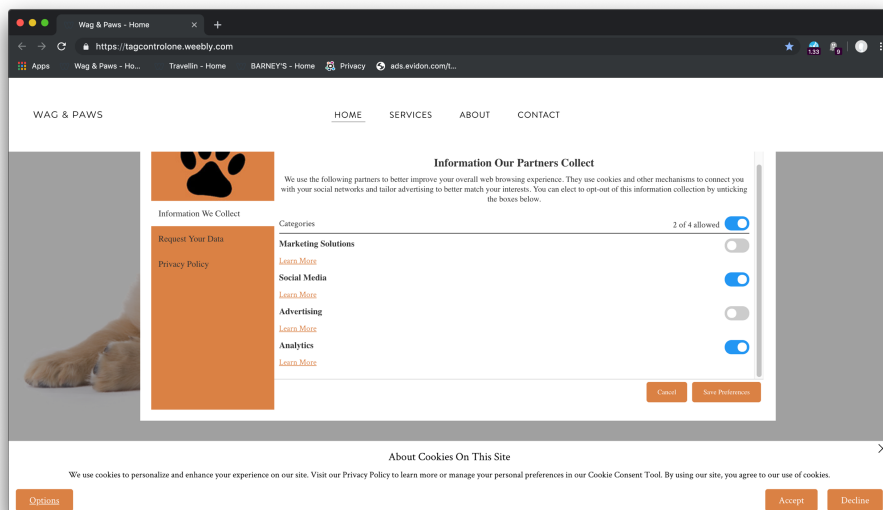


Two ways to consent to the technologies –

- If I click accept on the banner, the banner disappears and other technologies which were blocked before consent will now fire.

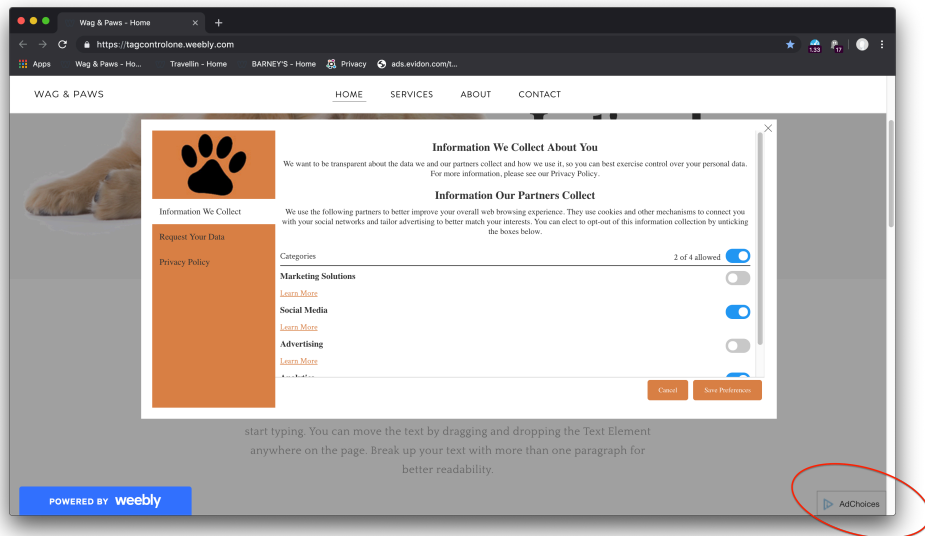


- Clicking “options” on the banner – will open up an overlay that will display the categories and vendors that the site is working with. You can choose which category you would like to consent to and hit “save preferences” to allow for those technologies to fire and track. After you hit save preferences, the banner will disappear.

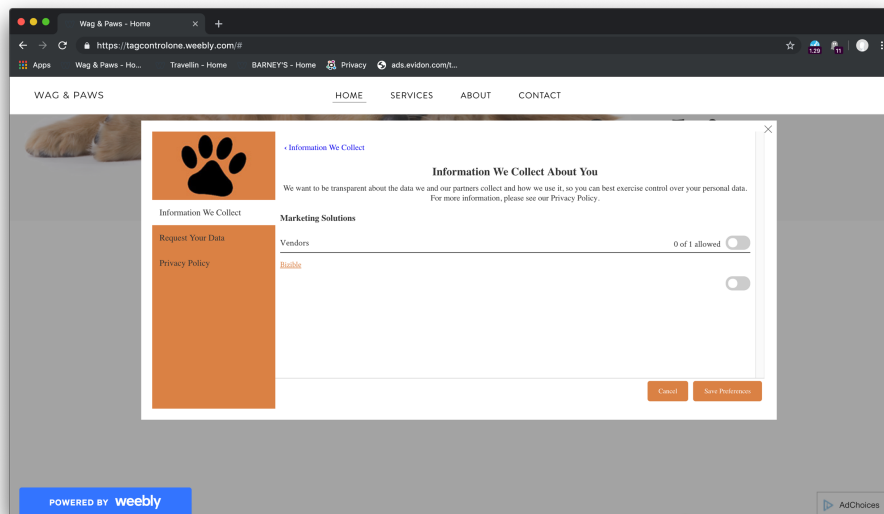


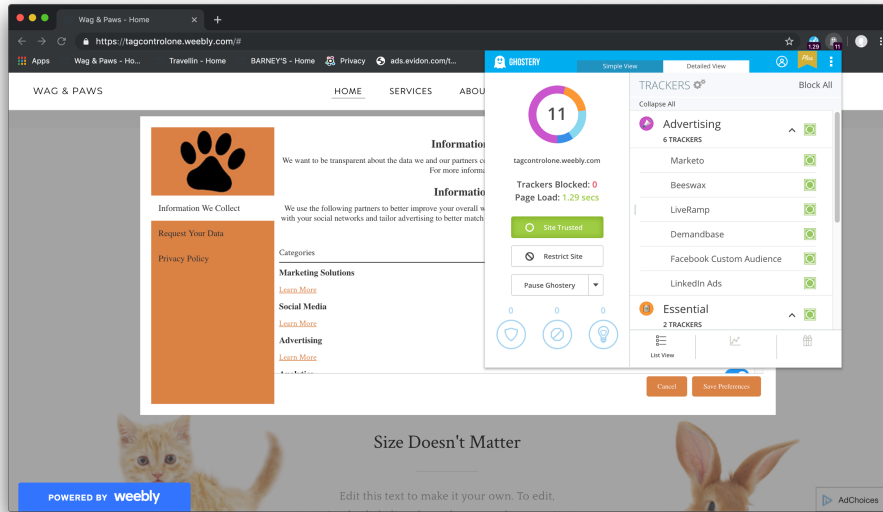
How to change my CONSENT preferences

- If I wanted to go back and update my consent preferences, I can open up the tool by clicking on my persistent cookie button on the site. This will put all the tags/vendors that the user does not want to consent to back into the “prior consent bucket”. Those tags will not fire when the user refreshes the page.



- As you can see below the vendor “Bizable” sits within the Marketing Solutions category and I did not want to consent to “Marketing Solutions” Category. In the second image, you can no longer see Bizable on the list from the extension.

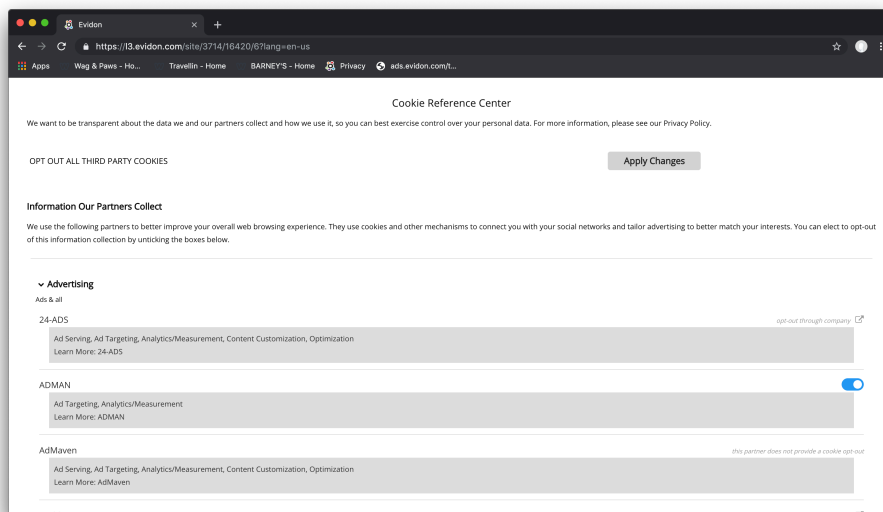




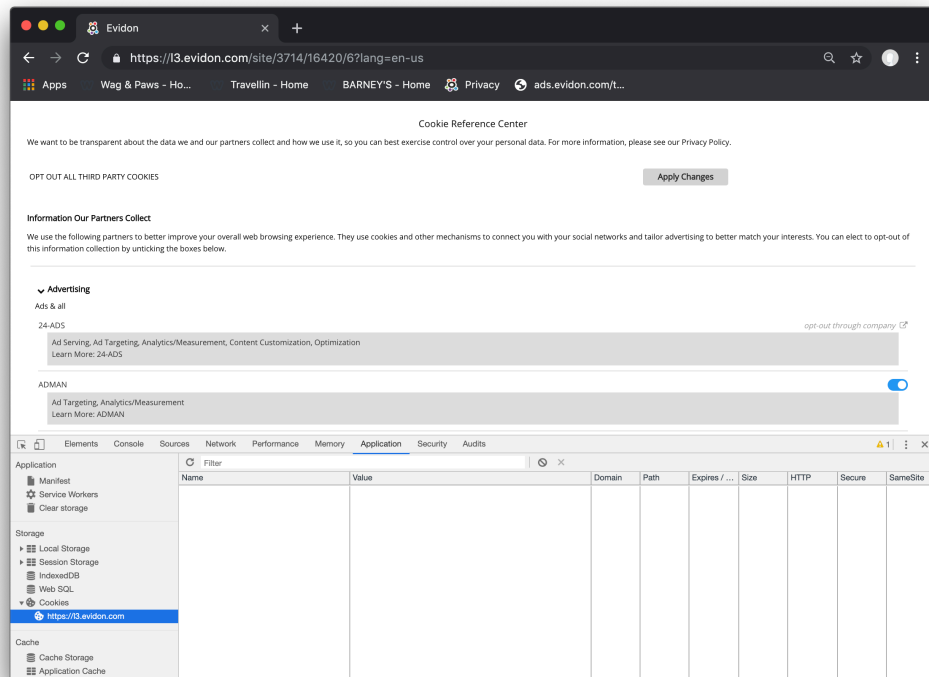
OPT OUT

Crownpeak also provides an Opt Out Overlay/Page – where site users can go to opt out of specific vendor’s tracking. If the user navigates to the opt out page, and opts out of a vendor – the vendor is responsible for dropping a do not track cookie on that user’s browser and continue to not track them as long as that cookie is present. As a site owner, you can choose to display this global opt out page to your site users. The technology will still continue to fire but it will know not to track.

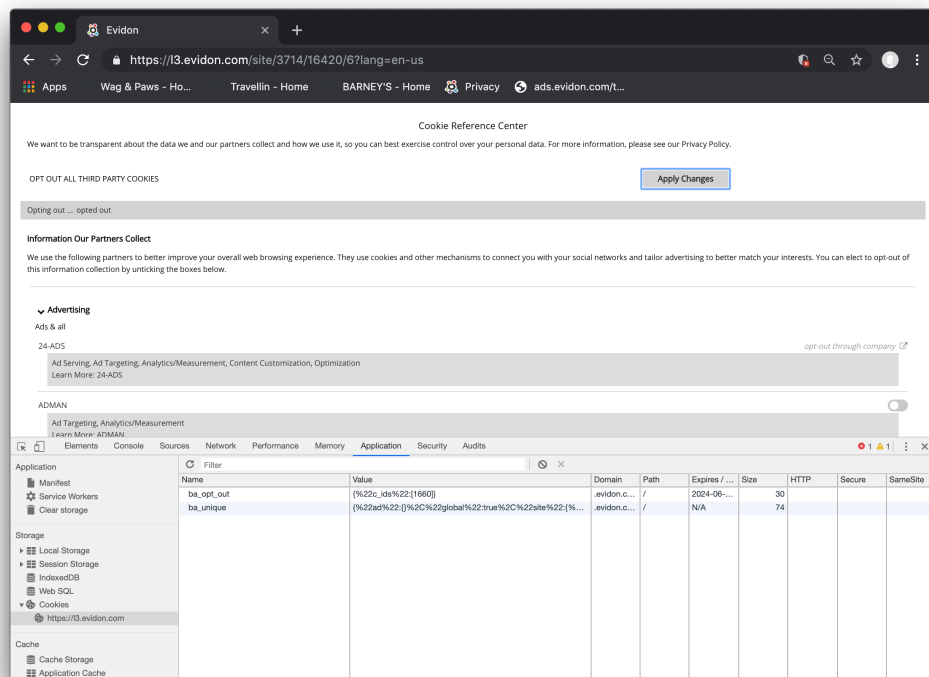
<https://13.evidon.com/site/6237/18206/6?lang=en-us>



- If I decide to opt out of a vendor's tracking through the opt out page – the vendor will drop an opt out cookie on my browser –
- Before opting out:



- After opting out of ADMAN vendor: the opt out cookie is present on the user's browser



Opt Out -

What does opting out mean? First you need to understand that most vendors provide an opt out and not an opt in. Most vendors will automatically opt you in. Crownpeak's legacy site notice product was a way for users to opt out of vendors that they did not want to track them.

When GDPR came out, new rules and regulations came out including the need to provide explicit consent and block those technologies before a user has given their consent. Crownpeak has built a solution to help site owners the ability to stay compliant by blocking technologies before a user has given consent. The banner or barrier notification will give the users a way to provide consent.

Consent VS Opt out –

Consenting is saying yes, I will allow for you to perform these actions. Opting Out is saying the vendor will not track you for OBA purposes.