Consent vs. Opt Out

 $\frac{https://community.crownpeak.com/t5/FAQs-for-DG/UCP-Frequently-Asked-Questions-FAQs/ta-p/889}{}$

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.

Apps Wag & Paws - Ho	Travellin - Home BA	RNEY'S - Home 🗸 Privacy 🔗 ads.evidon.com/t		
WAG & PAWS		HOME SERVICES ABOUT CONTACT		
		Information Our Partners Collect We use the following patterns to better improve your overall web howing experience. They use coake and other mechanisms to connect you with your social networks and halter advertining to better multi your interests. You can cleat so upt-out of this information collection by unticking the boos header.		
	Information We Collect Request Your Data	Categories 2 of 4 allowed		
	Privacy Policy	Learn More		
		Social Media		
		Advertising		
		Learn More Analytics		
Marriel .		Learn More		
		Cated Sove Potternee		
		About Cookies On This Site		
We use cookies to per	sonalize and enhance your experies	tee on our site. Visit our Privacy Policy to learn more or manage your personal preferences in our Cookie Consent Tool. By using our site, you agree	o our use of cookie	5.

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.

AG & PAWS		HOME SERVICES ABOUT CONTACT	
	Information We Collect Request Your Data Privacy Policy	Differentiation Version Control of Cont	t You you can be a terceite control over your personal data. philes: 2 of 4 allowed 0 0 0 0 0 0 0 0 0 0 0 0 0
	sta: ar	rt typing. You can move the text by dragging and dropping th ywhere on the page. Break up your text with more than one better modelability.	e Text Element paragraph for

• As you can see below the vendor "Bizible" 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 Bizible on the list from the extension.

●●● Wag & Paws - Hom ← → C ▲ https://tagce	e × +		\$	20 F		:
← ⇒ C ● https://tage I Apps Wag & Pans-Ho WAG & PAWS	Introlone, weekby, Cont/if Travellin - Home BARM	CONTRACTION OF PARAY OF DEMONSTRATION OF DEMONSTRATION OF PARAY OF DEMONSTRATION OF DEMONSTRATION OF PARAY OF DEMONSTRATION OF PARAY OF DEMONSTRATION OF PARAY OF DEMONSTRATION OF DEMONSTRATION OF PARAY OF DEMONSTRATION OF PARAY OF DEMONSTRATION OF D	*			
POWERED BY WEEK	bly				AdChoice	8

Apps 👘 Wag & Paws - Ho	o 😗 Travellin - Home 😗 I	BARNEY'S - Home 🤱 Privacy S ads.evidon.com/t	BHOSTERY Simple V	Detailed View	8 🎮 i
WAG & PAWS		HOME SERVICES ABOU		TRACKERS 🕫	Block All
			11	Collapse All	
		Informatio		Advertising 6 TRACKERS	^ 🗵
		We want to be transparent about the data we and our partners or For more inform	tagcontrolone.weebly.com	Marketo	
		Informatio	Trackers Blocked: 0	Beeswax	
	Information We Collect	We use the following partners to better improve your overall w with your social networks and tailor advertising to better match	Page Loau. 1.29 sets	LiveRamp	
	Request Your Data	···· /···	O Site Trusted	Demandbase	
	Privacy Policy	Categories	S Restrict Site	Facebook Custom Audience	2 🔘
		Marketing Solutions	Pause Ghostery 💌	LinkedIn Ads	
		Social Media	0 0 0	Essential	
		Learn More		2 TRACKERS	
		Advertising		8 Int Mary	÷
		Learn More			
				Cancel Save Preferences	
		Size Doesn't M	latter		7

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://l3.evidon.com/site/6237/18206/6?lang=en-us

> 0 A https:///2 mid	× +								~
G nttps://ia.evide	5n.com/site/3714/164	20/6 rlang=en-us	19 Advance (8 Adv						ਸ
pps 🔛 wag & Paws - Ho	Travellin - Home	BARNET'S - Home	🤐 Privacy 🕤 al	as.evidon.com/t					
			c	Lookie Reference Cer	nter				
want to be transparent about the	data we and our partne	's collect and how we us	e it, so you can best e	xercise control over your per	sonal data. For more info	rmation, please see our	Privacy Policy.		
PT OUT ALL THIRD PARTY COOP	GES					Apply Cha	inges		
formation Our Partners Colle	ct								
use the following partners to bet	er improve your overall	veb browsing experienc	e. They use cookies ar	nd other mechanisms to con	nect you with your social	networks and tailor adve	rtising to better match	your interests. You ca	in elect to op
this information collection by untir	king the boxes below.	teo oronong esperiere						,	
,,									
 Advertising 									
✓ Advertising									
Advertising Ads & all 24-ADS								opt-out throug	gh company [
 Advertising Ads & all 24-ADS Ad Serving, Ad Targeting, Ana Learn More: 24-ADS 	lytics/Measurement, Cor	tent Customization, Op	timization					apt-out throug	gh company. [
Advertising Ads & all 24-ADS Ad Serving, Ad Targeting, Ana Learn More: 24-ADS	lytics/Measurement, Cor	tent Customization, Op	timization					apt-out throu	gh company [
Advertising Acts & all 24-ADS Act Serving, Ad Targeting, Ana Learn More: 24-ADS ADMAN	lytics/Measurement, Cor	ttent Customization, Op	timization					apt-out throu	gh company. [
Advertising Ads & all Z4-ADS Ad Serving, Ad Targeting, Ana Learn More: 24-ADS ADMAN Ad Targeting, Analytics/Meass	lytics/Measurement, Cor urement	ttent Customization, Op	timization					apt-out throu	gh company. [
Advertising Mas & all 24-ADS Ad Serving, Ad Targeting, Ana Learm More: 24-ADS ADMAN Ad Targeting, Analytics//Meass Learm More: ADMAN	lytics/Measurement, Cor urement	ttent Customization, Op	timization					apt-out throu	gh company. [
Advertising	lytics/Measurement, Cor urement	tent Customization, Op	timization					apt-out throug	gh company. [
Advertising Action Advertising Action Advertising	lytics/Measurement, Cor urement	tent Customization, Op	timization				ťN	apt-out throu performer does not provide	gh company: [• a cookle opt-c
Advertising A	lytics/Measurement, Cor urement	tent Customization, Op tent Customization, Op	timization				đN	opt-out throu partner does not provide	gh company: [a cookle opt-c
Advertising Mas & at 24-ADS Add Sarving, Ad Targeting, Ana Ad Targeting, Analytics/Meass ADMAN Ad Targeting, Analytics/Meass AdMaven Ad Sarving, Ad Targeting, Analytics/Mease AdMaven	lytics/Measurement, Cor urement lytics/Measurement, Cor	tent Customization, Op tent Customization, Op	timization				đN	appeaut throug	gh company" [a cookle opt-

- 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:

ightarrow $ ightarrow$ $ ightarrow$ https://	13.evidon.com/site/37	14/16420/6?lang=en-us						
Apps 🖤 Wag & Paws -	Ho 🕥 Travellin - Ho	ome 🕥 BARNEY'S - Home 👸 Pr	ivacy S ads.evido	on.com/t				
		Cookie Refer	ence Center					
e want to be transparent about the da	ta we and our partners collect and	how we use it, so you can best exercise control over	your personal data. For mor	e information, please see o	ur Privacy Policy.			
PPT OUT ALL THIRD PARTY COOKIES				App	ly Changes			
formation Our Partners Collect						ala con contra de la consta de la		
2 use the following partners to better i is information collection by unticking t	mprove your overall web browsing he boxes below.	g experience. They use cookies and other mechanisn	is to connect you with your s	ocial networks and tailor a	overtising to better mat	ch your interests. Yo	u can elect to	opt-out of
 Advertising 								
Ads & all								
24-ADS						opt-o	it through coi	npany 🕑
Ad Serving, Ad Targeting, Analytic	s/Measurement, Content Customiz	ration, Optimization						
Ad Serving, Ad Targeting, Analytic Learn More: 24-ADS	s/Measurement, Content Customiz	zation, Optimization						
Ad Serving, Ad Targeting, Analytic Learn More: 24-ADS	s/Measurement, Content Customiz	ration, Optimization						
Ad Serving, Ad Targeting, Analytic Learn More: 24-ADS ADMAN	s/Measurement, Content Customiz	ration, Optimization						
Ad Serving, Ad Targeting, Analytic Learn More: 24-ADS ADMAN Ad Targeting, Analytics/Measuren Learn More: 4DMAN	s/Measurement, Content Customiz tent	ration, Optimization						
Ad Serving, Ad Targeting, Analytic Learn More: 24-ADS 	s/Measurement, Content Customiz	tation, Optimization						
Ad Serving, Ad Targeting, Analytic Learn More: 24-ADS Ad Targeting, Analytics/Measuren Learn More: ADMAN E Elements Console So	«Measurement, Content Customiz nent urces Network Performanc	ce Memory Application Security Au	lits					▲1 ÷
Ad Serving, Ad Targeting, Analytic Learn More: 24ADS ADMAN Ad Targeting, Analytics/Measuren Learn More: ADMAN E Elements Console So cation	s/Measurement, Content Customiz nent uross Network Performanc C Filter	ce Memory <u>Application</u> Security Au	dits					▲1 :
Ad Serving, Ad Targeting, Analytic Learn More: 24ADS ADMAN Ad Targeting, Analytics/Measuren Learn More: ADMAN Elements Console So cation Manifest	r/Measurement, Content Customiz hent urces Network Performanc C Filter Name	ce Memory <u>Application</u> Security Au Value	ilts	Domain Path	Expires / Size	e HTTP	Secure	A 1 :
Ad Serving, Ad Targeting, Analytic Learn More: 24 ADS ADMAN Ad Targeting, Analytics/Measuren Learn More: ADMAN A Elements Console So cation Manifest Service Workers	s/Measurement, Content Customiz nent urces Network Performanc C Filter Name	ce Memory <u>Application</u> Security Au Value	iits	Domain Path	Expires / Sizi	e HTTP	Secure	▲ 1 : SameS
Ad Serving, Ad Targeting, Analytic Learn More: 24 ADS ADMAN Ad Targeting, Analytics/Measuren Learn More: ADMAN C Elements Console So cation Manifest Service Workers Clear storage	v/Measurement, Content Customiz Ient uroas Network Performanc O Filter Name	ce Memory Application Security Au	its	Domain Path	Expires / Size	0 HTTP	Secure	▲1 : SameS
Ad Serving, Ad Targeting, Analytic Learn More: 24-05 ADMAN Ad Targeting, Analytics/Messurer Learn More: ADMAN Call Elements Console So Castion Maniset E Service Workers Close Workers	erMessurement, Content Customiz Ient urces Network Performanc C Fater Name	ce Memory <u>Application</u> Security Au	dits ⊗ ×	Domain Path	Expires / Size	0 HTTP	Secure	A1 : SameS
Ad Serving, Ad Targeting, Analytic Learn More: 24ADS ADMAN Ad Targeting, Analytic Measurer Learn More: ADMAN Coll Elements Console So action Manifest Cear storage ge ge Local Storage	erMessurement, Content Customiz nent ucos Network Performanc V Filter Name	ce Memory <u>Application</u> Security Au	885 (S) - X	Domain Path	Expires / Siz	• HTTP	Secure	A1 : SameS
Ad Serving, Ad Targeting, Analytic Learn More 24ADS Ad Targeting, Analytic/Mesurer Learn More: //MAN Cation More: //MAN Service Morkers Local Storage ge Local Storage	ent virkessurement, Content Customiz nent virces Network Performanc G Filter Namo	ce Memory Application Security Au Value	ifts I O X	Domain Path	Expires / Size	• HTTP	Secure	A 1 : SameS
Ad Sening, Ad Tageting, Analytic Learn More: 24ADS Ad Tageting, Analytic Measurem Learn More: ADMAN	erMessurement, Content Customa tent uros Network Performanc C Fitter Name	ce Memory <u>Application</u> Security Au Value	ites I O X	Domain Path	Expires / Sizi	0 HTTP	Secure	A 1 : SameS
Ad Serving, Ad Targeting, Analytic Learn More: 24ADS ADMM Ad Targeting, Analytics/Messuren Learn More: ADMM Charles Administration Center storage ge J Local Storage Session Storage IndoxedDS	erit virkesurement, Content Customiz Inner Inner Name	ce Memory Application Security Au	89a Q X	Domain Path	Expires / Size	e HTTP	Secure	A 1 : SameS
Ad Serving, Ad Targeting, Analytic Learn More: 24 ADS ADMM Ad Targeting, Analyticu/Messurer Learn More: 2004N Castion Manifest Service Workers Castion Care storage ge Local Storage Session Storage Tradeworks Local Storage (Session Storage (MessSQL Cookies	ertternert, Content Customiz Inent Inent Inent Name	ce Memory <u>Application</u> Security Au Value	dts │⊙×	Domain Path	Expires / Siz	e HTTP	Secure	▲1 : Same5
Ad Serving, Ad Tageting, Analytic Learn Morre: 24ADS ADMAN Ad Tageting, Analytic Measurer Learn Morre: ADMAN Collection Console So cation Munifest Ceare storage ge (Lead Storage Session Storage (Session Storage Session Storage Munifest Admand Social Ceare storage Ceare storage Ceare storage Ceare storage Ceare storage	erflessurement, Content Customa nent uross Network Performanc O Filter Name	ce Memory <u>Application</u> Security Au Value	its	Domain Path	Expires / Size	o HTTP	Secure	A1 : SameS
Ad Serving, Ad Targeting, Analytici Learn More: 24:AOS Ad Targeting, Analytici Manfeet Ad Targeting, Analytici Manfeet B conta Storage B cost Storage B cost Storage B cost Storage C costor D costor C c	erit Assurement, Content Customiz Innet Urcas Network Performanc O Filter Name	ce Mencry <u>Application</u> Security Au Value	ffa O X	Domain Path	Expres / Siz	0 HTTP	Secure	A1 : SameS
Al Serving, Al Targeting, Analysic Learn More: 24 AoS Learn More: 24 A	erMessurement, Content Customa Inent Uross Network Performanc O Filter Name	ce Memory <u>Application</u> Security Au Value	its	Domain Path	Expires / Size	o HTTP	Secure	A1 : SameS

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

\leftrightarrow \rightarrow \mathbf{C} $\hat{\bullet}$ https	:// I3.evidon.com /site/371	14/16420/6?lang=en-us				6	ର ☆	0
👖 Apps 🛛 🖤 Wag & Paws	- Ho 🖤 Travellin - Ho	me 🖤 BARNEY'S - Home 🙇 Privacy	S ads.evidon.com/t					
		Conkie Reference Cen	ter					
Ve want to be transparent about the	data we and our partners collect and P	how we use it, so you can best exercise control over your perso	nal data. For more information, p	ease see our Privacy Polic	<i>ı</i> .			
					1			
OPT OUT ALL THIRD PARTY COURIES				Apply Changes				
pting out opted out								
formation Our Partners Collect								
ure the following partners to hoth	er improve vour overall such browning	experience. They use cookies and other machanisms to some	et you with your racial nationale a	ud tailor advartising to be	ter match ···	ur interest- V	u can elect to	ont-out of
e use the following partners to betti is information collection by untickin	er improve your overall web browsing g the boxes below.	experience. They use cookies and other mechanisms to conne	ct you with your social networks a	to be advertising to be	ter match yo	our interests. +	su can elect to	opt-out of
 Advertising 								
Ads & all								
24.405							ut through co	
200720113								
Ad Serving, Ad Targeting, Analy	rtics/Measurement, Content Customiza	ation, Optimization						
Ad Serving, Ad Targeting, Analy Learn More: 24-ADS	tics/Measurement, Content Customiza	ation, Optimization						mpany G
Ad Serving, Ad Targeting, Analy Learn More: 24-ADS	tics/Measurement, Content Customiza	ation, Optimization						Impany G
Ad Serving, Ad Targeting, Analy Learn More: 24-ADS	tics/Measurement, Content Customiza	ation, Optimization						impany G
Ad Serving, Ad Targeting, Analy Learn More: 24-ADS ADMAN Ad Targeting, Analytics/Measur	tics/Measurement, Content Customiza	ation, Optimization						
Ad Serving, Ad Targeting, Analy Learn More: 24-ADS ADMAN Ad Targeting, Analytics/Measur Learn More: ADMAN Elements Console	tics/Measurement, Content Customiza ement Sources Network Performanc	ation, Optimization					© 1	
Ad Serving, Ad Targeting, Analy Learn More: 24-ADS ADMAN Ad Targeting, Analytics/Measur Learn More: ADMAN Elements Console	tics/Measurement, Content Customizz ement Sources Network Performanc	ation, Optimization	0 X				• 1	
Ad Serving, Ad Targeting, Analy Learn More: 24-ADS ADMAN Ad Targeting, Analytics/Measu Tearn More: ADMAN Elements Console	tics/Measurement, Content Customizz ement Sources Network Performanc C Filter	e Memory Application Security Audits	S ×	Path Evolves /	Size	opt-o	© 1	
Ad Serving, Ad Targeting, Analy Learn More: 24-ADS ADMAN Ad Targeting, Analytics/Measur Learn More: ADMAN Elements Console Ication Manifest	ement Sources Network Performanc C Filter Name Da on out	e Memory Application Security Audits Value (4222-bitWo2211960)	Domain eviden c.	Path Expires /	Size	0pt-0	• 1 Secure	Same
Ad Serving, Ad Targeting, Analy Learn More: 24-ADS ADMAN Ad Targeting, Analytics/Measu Learn More: ADMAN Elements Console Castion Manifeet 1 Services Workers	ement Content Customizz ement Content Customizz ement C Filter Hame baopt.out bainiuse	Memory Application Security Audits Value (4/22_uis%22/160/0) (4/22_uis%22/160/0)	Domain evidon.c. %22eite%22f%evidon.c.	Path Expires / / 2024-06- / N/A	Size	000-00 000-000-000 000-00-0	© 1 Secure	Same
Ad Serving, Ad Targeting, Analy Learn More: 24-ADS ADMAN Ad Targeting, Analytics/Measur Learn More ADMAN E Elements Console Ication Manifest Service Vorkens Clear storage	ement Sources Network Performanc C Filter Name Da. opt.out Da. unique	a Memory Application Security Audits Value (Value) (Value) (Value) (Value) (Value) (Value) (Value)	Domain avidon.c evidon.c	Path Expires / / 2024-06- / N/A	Size	000-00 1000-000-	© 1 Secure	Same
Ad Serving, Ad Targeting, Araby Learn More: 24-ADS ADMAN Ad Targeting, Analytics/Measure Learn More: ADMAN Classification Brannets Starking Vicknes Classification Classification	ement Sources Network Performano G Filter Name ba_opt_out ba_unique	Memory Application Security Audits Value (N22cc/sitvS2[1600] (N22cc/sitvS2[1600])	O × 2000 - C. 2000 -	Path Expires / / 2024-06- / N/A	Size	001-0 11110 30 74	© 1 Secure	Same
Ad Serving, Ad Largeting, Analy Learn More: 24-ADS ADMAN Ad Targeting, Analytics/Measus Inam More: ADMAN Climited Internets Censole Console Cens storage app It Loop Storage	IncoMeasurement, Content: Customizz ement Sources Network Performanc C Fitter Name Ba, unique	a Mamory Application Security Audits Watee (Value (Hx22_clshx22[1660]) (Hx22_dlshx22]1600)	Omain evidon.c. %22site%22(% evidon.c.	Path Expires / / 2024-06- / N/A	Size	601-0 001-0 001-0 001-0 001-0 001-0 001-0 001-0 0 001-0 0 001-0 0 001-0 0 001-0 0 001-0 0 001-0 0 001-0 0 001-0 0 001-0 0 0 0	© 1 Secure	Same
Ad Serving Ad Targeting, Analy Learn More: 24-A03 ADMAN Ad Targeting, Analytics/Measure Targeting, Analytics/Measure AmAnte Bernette Console Cear storage Services Se	ement Sources Network Performance Da.opt.ovd ba.unique	Memory Application Security Audits Value (H222_cHV522[1900] (H222_cHV522[1900])	Domain avidon c. %22aite%22(%avidon c.)	Path Expires / / 2024-06- / N/A	Size	HTTP 30 74	• 1 Secure	Same
Ad Serving, Ad Largeting, Analy Learn More: 24-ADS ADMAN Ad Targeting, Analytic/Measus Learn More: ATMAN California Carstonage Service Works Carstonage age El coal Storage El coal Storage	Incs/Measurement, Content: Customizz ement Sources Network Performanc C Fitter Name Da, or foul Da, unique	a Mamory Application Security Audits Wates Value (%222_d5%22_(1)%2C%22_global%22:hue%2C (%22ad%22_(1)%2C%22_global%22:hue%2C	Domain avidon.c. %22ate%22(%	Path Expires / / 2024-06-// / N/A	Size	орс- орг- 30 74	• 1 Secure	Same
Ad Serving Ad Targeting, Analy Learn More: 34-A05 ADMAN Ad Targeting, Analytic:/Measure inam More: AdMAN Careford Console Cells Service Service Workers El Local Service B Service Service B Service Service Service Service B Service Service B Service Service Service Service Service Service Service Service Service Service Service Service Service Service Service Service Service Servi	ement Sources Network Performance O Titue Name Da opt.ovd Da junique	Memory Application Security Audits Value Value (H222_cHHX52[1600] (H222_cHHX52[1600])	O × Domain #vidon.c #vidon.c	Path Expires / 2024-06- / N/A	Size	60-0 90-0 30 74	• 1 Secure	Same
Ad Serving Ad Targeting, Analy Learn More: 24-AOS ADMAN Ad Targeting, Analytic Added I among Analytic Added Bernets Console Ication Service Workers Service Workers Service Storage Session Storage Session Storage Manded Berling Octobiers	Incs/Measurement, Content: Customizz ement Sources Network Performanc C Filter Name Da. opt. Out Da. unique	a Memory Application Security Audits Value Value (%222_d5%22_(1)%2C%22_global%22_hus%2C	Domain avidon.c. \$%22site%22(%avidon.c.)	Path Expires / / 2024-06- / N/A	Size	690-0 11110 30 74	Secure	Same
Ad Serving Ad Targeting, Analy Learn More: 34-A03 ADMAN Ad Targeting, Analytic:/Measure in any More: AdMan Carl Energien Carl Service Service Workers Clear Storage Sersion Storage Sersion Storage IndexadDB IndexadDB Mathematical Service Service Coales	ement Sources Network Performance O Titale Name Da opt.out Da junique	Memory Application Security Audits Value (N22ccHiv22(1960)) (N22ccHiv22(1960)) (N22ccHiv22(1960))	O × Domain #vidon.c. #vidon.c.	Path Expires / 2024-06- / N/A	Size	90	 1 Secure 	Same
Ad Serving Ad Targeting, Analy Learn More: 24-03 ADMAN Ad Targeting, Analytic/Measure Learn More: Advance Transmission Console Election Console Services Workers Services Worker	ement Sources Network Performance Da.got.ovd ba_unique	Memory Application Security Audits Memory Application Security Audits (N22225022(19902) (N22225022(19902)) (N2225022(19902))	S × Somain widon.c. widon.c.	Path Expires / / 2024-06- / N/A	Size	695-6 HTTP 30 74	• 1 Secure	Same
Ad Serving, Ad Targeting, Analy Learn More: 24A03 ADMN Ad Targeting, Analytic:Athassa Taran More: ATMAN Care More: ATMAN Care More: AtMAN Care More: AtMAN Care More: AtmAn Martinet Care storage Care do Storage El coal: Storage El coal: Storage El coal: Storage Martinet Martinet Care do Storage Martinet Martinet Care do Storage Martinet Martinet Care do Storage Martinet Martinet Martinet Care do Storage Martinet Martinet Martinet Care do Storage Martinet Mart	tics/Measurement, Content: Customizz ement Sources Network Performanc C Filter Name Da.opt.out Da.unique	a Mamory Application Security Audits Value Value (%222_d5%22_(1562)) (%22ad%22_(1562))	Domain avidon.c. \$%22ate%22(%avidon.c.)	Path Expires / / 2024-0- / N/A	Size	695-4 HTTP 30 74	Secure	Same
Ad Serving, Ad Targeting, Analy Learn More: 24-A05 ADMAN Ad Targeting, Analytics/Measure Taran More: AdMan Console Console Conton Console Cons	enent Sources Network Performance Name Da got_0.04 ba_unique	Memory Application Security Audits Water (M222adM222(M2004223audM223audM223au	S × Somain widon c. widon c.	Path Expires / / 2024-06- / N/A	Sizo	995-4 11179 30 74	Secure	Same

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.