Consent Management Platform (CMP) – 1.1.0
Quick Install Guide for EU Advertisers and Publishers
(Effective May, 2018)

Introduction

This document contains instructions to install the Rakuten Consent Management Platform (CMP) on your site. The CMP is a JavaScript function that can conditionally collect consent from a user, contingent on that user falling within GDPR regulation. Read each section carefully and follow the instructions in order (top to bottom).

Only one CMP should be installed on any website at a given time. Please ensure that there is not already a CMP installed before you begin the installation instructions below. This document is intended to help implement the most basic version of the CMP for partners who want to comply with GDPR as quickly as possible. Additional configuration details are available in the CMP Implementation Guide.

Implementing the CMP

This CMP code needs to be implemented at the top of the <body> section of your HTML and should be placed on every page of the site, including any conversion pages. Including this code in a common <body> section of your website can facilitate implementation if that is an option.

The CMP Code

The CMP code is provided below and can be customized to fit your needs. This version contains default values and can be pasted directly on your site without edit.

PLEASE NOTE: The CMP will be implemented in "Testing Mode" (and will only show when manually triggered) until the "testingMode" value is changed to "normal". Make this change after you are satisfied that the CMP has been implemented correctly.

```
<script>
      var commandQueue = [];
      var cmp = function(command, parameter, callback) {
            commandQueue.push({
                  command: command,
                  parameter: parameter,
                  callback: callback
            });
      };
      cmp.commandQueue = commandQueue;
      cmp.config: {
            storePublisherData: false,
            gdprAppliesGlobally: true,
            testingMode: 'never show' //change to 'normal' when testing is complete
      };
      window.__cmp = cmp;
</script>
<script src = 'https://cdn.digitrust.mgr.consensu.org/1/cmp.complete.bundle.js' async>
</script>
```

The code above will provide a consent window to all visitors falling within GDPR regulation, in cases when such visitors haven't provided any consent information yet OR their given consent information is outdated.

Pre-defined and defaults can, be changed by editing the configuration values. Please refer to section "Configuring the CMP" in order to understand what needs to be configured.

GDPR requires to allow any visitor to review their choices. Please refer to section "Implementing the manual Trigger" for more details.

Configuring the CMP

Configuration Parameters

The CMP code can be customized to fit your needs. The version above contains default values and can be pasted directly on your site without edit. However, if necessary, the parameters can be customized to fit your needs. Please see the full CMP documentation for more details.

testingMode

The code snippit above is configured in testing mode. This means the CMP will only render if manually triggered. It should be returned to "normal" mode once the installation has been verified as correct.

The testingMode variable bypasses normal rendering logic for testing purposes. This should only be used during installation to confirm that the code has been implemented properly. It has the following values and definitions.

"always show"	CMP will always load on pages where it has been implemented
"never show"	CMP will never load unless manually triggered by a button or console command
"normal"	CMP will load normally according to the rest of the configuration settings

Implementing the Manual Trigger

GDPR requires that consent tools make it as easy to withdraw consent as it was to give it. In this spirit, this tool can be recalled at any point by placing a manual trigger on the page.

Manual Trigger Code

To include a trigger to show the CMP window at any time, include an element anywhere on the page with an "onclick" event with the value of `window.__cmp('showConsentTool')`

```
<button onclick = "window.__cmp('showConsentTool')"> Revisit Consent Settings </button>
```