

# Consent Management Platform Wrapper – 1.0

(Effective May, 2018)

## Introduction

The document details the steps for integrating the Rakuten Marketing Consent Management Platform (CMP) Wrapper on your site. The CMP Wrapper is a JavaScript tag, which provides an interface to share consent information based on a preexisting CMP implemented on your site, in a standard format, with the Rakuten Marketing platform.

## Implementing the Wrapper

A custom Wrapper tag will be provided to you by Rakuten Marketing. The custom tag will be specific to your Rakuten Marketing account, as well as the CMP implemented on your site.

An example of the Wrapper tag can be seen below.

```
1. <script>
2. (function ttt(t,n){var e,r=document.createElement("script"),a=document.getElementsByTagName("scri
pt")[0],o={cb:n},i=20;e=function(){window.___RMCMPW&&"function"===typeof window.___RMCMPW ? window
.___RMCMPW(o):i<1?o.cb({status:3,isGdpr:function(){var t=["DE","UK","GB","FR","IT","ES","PL","NL"
,"RO","BE","CZ","SE","HU","EL","GR","PT","AT","OE","DK","FI","SK","IE","BG","HR","LT","LV","SI","
EE","CY","LU","MT","150","039","151","154","155"],n=[]).concat(navigator.languages||[]);n.push(nav
igator.userAgent||navigator.language||"");for(var e=null,r=0;r<n.length;r++)for(var a=n[r].spl
it("-
"),o=a.length>6?6:a.length,i=1;i<o;i++)if(e=!0,t.indexOf(a[i].toUpperCase())>1)return!0;return nu
ll==e&&null}()):(i=1,window.setTimeout(e, 100))},r.setAttribute("src",t),a.parentNode.insertBefore(r,a),e()}
3. (
4.     "///intljs.rmtag.com/111111.ct.js", // Advertiser specific javascript file
5.     function(co){
6.         console.log("Consent Object => " + JSON.stringify(co));
7.     }
8. });
9. </script>
```

The Wrapper tag needs to be implemented in the <HEAD>section of your HTML just before closing your HTML </HEAD>and should be placed on every page of the site, including any conversion pages. Please note that if you have a common head for every page then you can include this code once where it will be called for on every page load of any web page. Ensure your CMP tool is configured to load before the Wrapper tag.