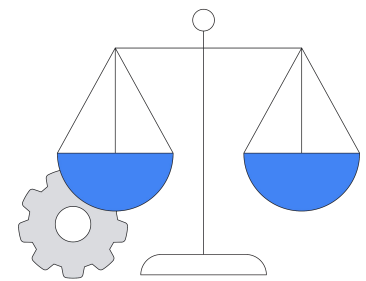


Google consent management solutions for apps



What:

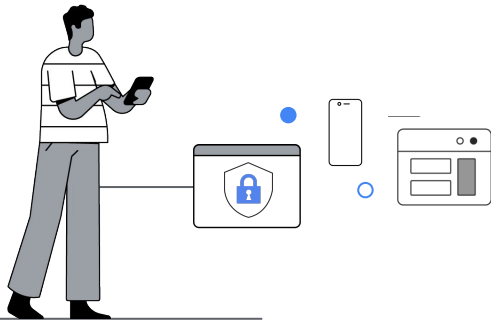
Privacy & messaging can help you communicate with users in your app to gather consent or opt-out requests, as required by regulations like the European General Data Protection Regulation (GDPR) or the California Privacy Rights Act (CPRA).

Who:

The Privacy & messaging tool is available for anyone using our publishing products, including AdMob and Ad Manager.

How:

Use Privacy & messaging to create messages that display to users in your app. Messages present users with information about your request and how data is being used depending on the message type and settings you've selected.



Benefits:

- ✓ Simple to implement
- ✓ Flexible messaging options allow you to experiment with different message styles
- ✓ Integrated with the IAB Europe's TCF v2.1 and is a Google-certified CMP
- ✓ Free of charge

How to get started

1 Implement and Deploy UMP SDK

Developer experience recommended

- a. Add the Google User Messaging Platform (UMP) SDK to your app (see Developer Guides: [Android](#), [iOS](#), [Unity](#))
- b. Determine if a message needs to be displayed (e.g. consent availability, user geolocation)
- c. Load and present the form if required
- d. Test the implementation before releasing to production
- e. Be sure to include a [consent revocation link](#) in your app's menu

2 Configure GDPR messaging

- a. In the 'Privacy & messaging' tab, select 'GDPR' and then 'Create message'
- b. Select the Apps, Languages, 'User choices', and 'Targeting' that you want to use for your message
- c. Edit and format your message (optional)
- d. Add a privacy policy URL
- e. Publish your message
- f. Review additional GDPR settings (type of ads personalization, ad partners, legitimate interest controls, request consent for your own use of data)

Important

It is your responsibility to ensure that any user messaging associated with consent gathering for the use of their personal data meets your legal requirements.

Resources

- [About Privacy and messaging](#)
- [Create GDPR messages for apps](#)
- [Google UMP SDK](#)
- [New Consent Management Platform requirements for serving ads in the EEA and UK](#)
- [Integration with the IAB TCF v2.0](#)