What is **Meta's Consent Mode?**

Comply with the GDPR without losing data or performance.

Swipe to understand how it works and why it's key.

What is it for?

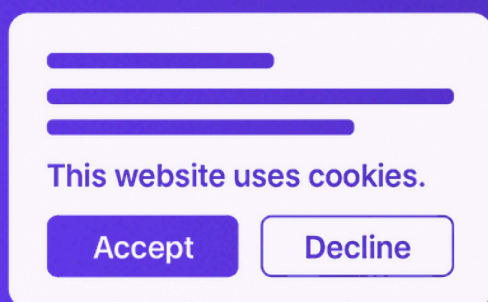It allows the **pixel** to load only if **consent is given**

This way, you **respect their privacy**

And you still **track results**

How does it work?

1 A **consent banner** is displayed

This website uses cookies.

Accept   Decline

2 The user **ACCEPTS** or **REJECTS**

3 Meta **adjusts the use of the Pixel**:

✓ Full data if accepted

✗ Anonymous or limited data if not accepted

Why **activate it?**

Benefits

- Complies with the **GDPR** and **other laws**

- **You don't lose** all **tracking**

- It improves **transparency with the user**

- **Optimize your campaigns** with modeled data

Risks

- You could be **breaking the law**

- Your **conversions** might not be tracked accurately

- You could **lose key data** for your campaigns

AVOID SURPRISES AND PROTECT YOUR DATA FROM THE START

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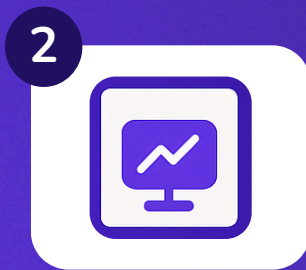# Did you know this?

Even if the user doesn't accept cookies, **Meta can estimate conversions** through **modeling**.
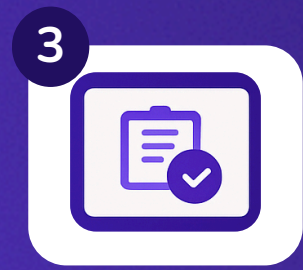
Decline

That way, you don't lose valuable information

What do you need?

1
A CMP
(Consent Management Platform)

2
Integration with the **Meta Pixel**

3
Configuration **based on your campaigns**

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Activate Meta's Consent Mode

and secure your conversions
while respecting privacy.

Need help setting it up?

Contact us at **Lawwwing.com**