InnovaNext Digital

CHECKLIST · 23 CHECKS

Consent-ready tracking checklist

For Canadian stores running Google and Meta. Work through it in a private browser window with the Network tab open. Each box you cannot tick is a gap in your consent setup, your data, or both.

Before the visitor chooses

Open the site in a private window and leave the banner untouched.

- [ ] 01 Consent Mode v2 defaults are set to denied for ad_storage, analytics_storage, ad_user_data and ad_personalization before any tag loads.
- [ ] 02 No requests go to Google Analytics, Google Ads, Meta, TikTok or other ad tools while the banner is unanswered (check the browser Network tab).
- [ ] 03 No analytics or advertising cookies (such as _ga, _gcl_au or _fbp) are set on first load.
- [ ] 04 Tag Manager tags that use personal information have consent checks, and the consent default fires on the Consent Initialization trigger.

The banner itself

What the visitor sees and how easy it is to say no.

- [ ] 05 Refusing is as easy as accepting: both choices sit on the first layer, with equal weight.
- [ ] 06 No optional category is ticked in advance.
- [ ] 07 Each category says in plain words what it is for and names the main third parties that receive data.
- [ ] 08 The banner links to the privacy policy and cookie policy, and does not hide them.
- [ ] 09 Visitors can change their choice later from every page, for example with a cookie settings link in the footer.

- [ ] 10 The banner works with a keyboard and a screen reader, and fits a phone screen without covering the whole page.

After a choice

Test each path in a fresh private window: accept, refuse, and ignore.

- [ ] 11 Accept: a consent update to granted is sent, then the tags fire and events carry their IDs and values.
- [ ] 12 Refuse: the update stays denied and nothing non-essential fires on this page or the next ones.
- [ ] 13 Ignore: while the banner is open and unanswered, nothing non-essential fires as the visitor browses.
- [ ] 14 The choice is remembered across pages and visits, and the visitor is asked again after a set period.

Platforms and server-side

Consent has to follow the data beyond the browser.

- [ ] 15 The Meta pixel and Conversions API follow the same consent decision, so server events do not bypass a refusal.
- [ ] 16 A server-side container receives the consent state with each event and forwards, limits or drops it per vendor.
- [ ] 17 Google Ads enhanced conversions only send hashed customer data when ad_user_data is granted.
- [ ] 18 Your store platform consent setting (the Shopify Customer Privacy API, or your WooCommerce consent plugin) is connected to the same banner.

Records and policy

What you can show if a customer or regulator asks.

- [ ] 19 Each choice is recorded with its date and time, the categories chosen and the banner version.
- [ ] 20 The privacy policy lists the purposes of tracking, the tools that receive data, and whether data leaves Quebec or Canada.
- [ ] 21 The person in charge of protecting personal information is named, with a way to contact them.
- [ ] 22 Retention periods are set in GA4 and the ad platforms, and match what the privacy policy says.

- [ ] 23 Someone re-runs the accept, refuse and ignore tests after every new app, theme change or tag change.

Not legal advice. This checklist covers how tracking tools behave, based on how PIPEDA and Quebec Law 25 are commonly read. Ask a privacy lawyer to review your banner wording, privacy policy and data flows.