

Sample Consent Mode v2 audit report

Findings evidence and developer actions

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Illustrative sample. No completed client audit. The domain, findings and evidence identifiers are fictional. No scan, technical test, compliance result or client endorsement is claimed. This PDF shows the reporting format and how an issue moves from an observation to an action and a retest.

The decision this example supports

In this fictional scenario, an Analytics only choice is paired with an advertising-storage signal of granted. Verify and trace that mismatch before changing the integration. An outdated technology declaration and a server-side scope question remain separate items.

Example scope and conditions

Element	Example report record
Website	example.com; homepage, campaign landing page and one enquiry journey. Fictional scope only.
Environment	Record actual URLs, dates, browser, region, CMP version and published tag-manager version. No environment was tested for this sample.
Access and actions	Agree permitted journeys and owner-authorised access. Use synthetic enquiry details and avoid live purchases or unnecessary personal information.
Evidence status	No screenshots, consent exports, storage captures or network traces are attached. Blank or untested fields are not a pass.

Example outcome register

ID	Priority in example	Next action
F-01	High	Investigate the choice-to-signal mismatch.
F-02	Medium	Reconcile the declaration with the confirmed tools.
Q-01	Open question	Agree inclusion or exclusion of server-side forwarding.

A finding your developer can reproduce

F-01 Advertising signal differs from the choice

Fictional observation: the visitor selects Analytics only, while the example output shows advertising storage as granted. This is an integration mismatch to investigate, not a legal verdict. The values below are invented to demonstrate the format.

Consent type	Expected for this example choice	Fictional example output
analytics_storage	granted	granted
ad_storage	denied	granted
ad_user_data	denied	not recorded
ad_personalization	denied	not recorded

Reproduction and evidence required

1. Start an independent session with its stored-choice state recorded.
2. Open the agreed landing page and select Analytics only.
3. Inspect the latest consent event and default/update timing.
4. Compare relevant tags, storage and network requests.
5. Repeat after navigation and reload.

Evidence ID	Required capture	Sample status
E-01	Dated choice screenshot, URL and starting state.	Not collected
E-02	Consent event and four values, including timing.	Not collected
E-03	Relevant storage and request comparison for the same path.	Not collected

Action and acceptance

The developer or CMP/GTM administrator should inspect category mapping, defaults, updates and competing installations. Confirm the cause, prepare a controlled correction and retain the deployed version. Do not change production settings based on this fictional sample.

Retest rejection, Analytics only, acceptance, withdrawal, reload and navigation. Close the item only when the four recorded values and relevant behaviour match each separate choice and the agreed design. Unresolved values remain unknown.

Test states and interpretation

This is a proposed test plan. Every row is **not run** in this sample. An actual report records browser, region, timestamp, URL, starting state, action and evidence for each independent path.

Test state	What to verify	Status
Before a choice	Intended defaults and timing; loading, storage and requests before interaction.	Not run
Reject	Consent values and subsequent tags, storage and requests.	Not run
Analytics only	Analytics and advertising values follow separate choices.	Not run
Accept	Expected updates and measurement for granted purposes.	Not run
Withdraw or change	Reopened choices produce appropriate updates and subsequent behaviour.	Not run
Reload and navigate	Saved choices and states remain consistent across agreed URLs.	Not run

Basic and Advanced Consent Mode

Agree the intended mode before judging behaviour. Basic mode blocks Google tags until the relevant consent is granted. Advanced mode can send measurements without cookies while storage consent is denied. A request after rejection needs interpretation against the implementation; no cookie does not by itself mean no transmission.

Evidence and uncertainty

Use Tag Assistant to compare defaults, updates and tag behaviour alongside storage and request evidence. A banner screenshot establishes visible controls only. A script reference does not show execution. Technical observations do not determine the complete legal position.

Protect information in the handover

Redact customer details, identifiers, tokens and sensitive request contents. Keep originals in an approved location with limited access. Use fictional or properly anonymised public examples. Explain blocked journeys or missing access rather than treating them as a pass.

Actions handover and next steps

Item	Suggested owner	Closure evidence
F-01	CMP/GTM administrator	Approved change and dated retest of values and behaviour.
F-02	Website and privacy owners	Verified inventory and approved declaration of providers, purposes and durations.
Q-01	Technical owner	Configuration evidence or explicit agreed exclusion for server-side forwarding.

What a commissioned report contains

Agreed scope, findings summary, repeatable test conditions, evidence references, priorities, recommended actions and acceptance criteria. Record open questions and owners. Findings depend on the site and tests; this sample does not promise that these fictional issues will be found.

Current audit offer

The published audit is **£395 fixed fee, with no VAT added**, for one domain, one consent platform, one web GTM container where used, up to five agreed URLs and one conversion journey. A PDF report and 30-minute walkthrough are included. Confirm scope, access and availability before booking. Implementation is quoted separately.

[View the current scope and enquire about an audit](#)

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Sources and methodology

This PDF adapts the existing illustrative report format. The technical method follows the Google sources below. No Google endorsement is implied.

[CookieBanner illustrative report and worksheet](#)

[Google Consent Mode overview](#)

[Google Tag Assistant troubleshooting](#)

Practical technical report format. Not legal advice or compliance certification. No guarantee of modelling eligibility, advertising results or coverage of untested pages, tags, regions or future deployments.