DEVCON '26

Building Trust: When to Own Consent vs. When to Delegate



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Agenda

01 Liferay Consent Manager

02 The API and the DOM Attribute

03 Consent Management Platform Integration

04 When to Own Consent vs. When to Delegate



Liferay Consent Manager

Consent Configuration

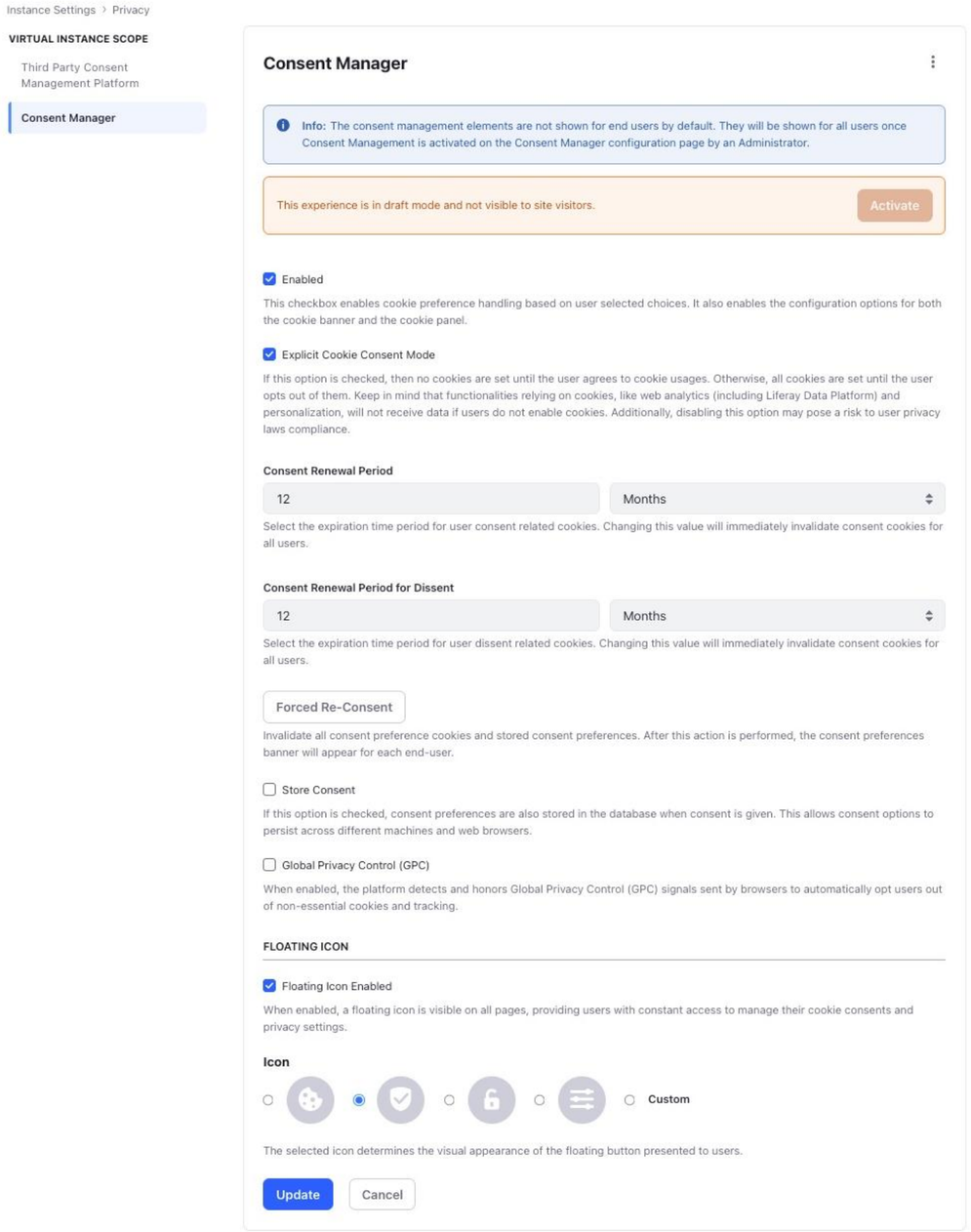
When handling consent with Liferay, this is the place to manage your configuration.

Centralized Administration

Configure global privacy preferences, cookie handling rules, and system notices in one place.

Flexible Compliance Modes

Support explicit consent requirements, custom renewal periods, and forced re-consent workflows.



Banner and Panel Preview

Full-Screen Modal Preview

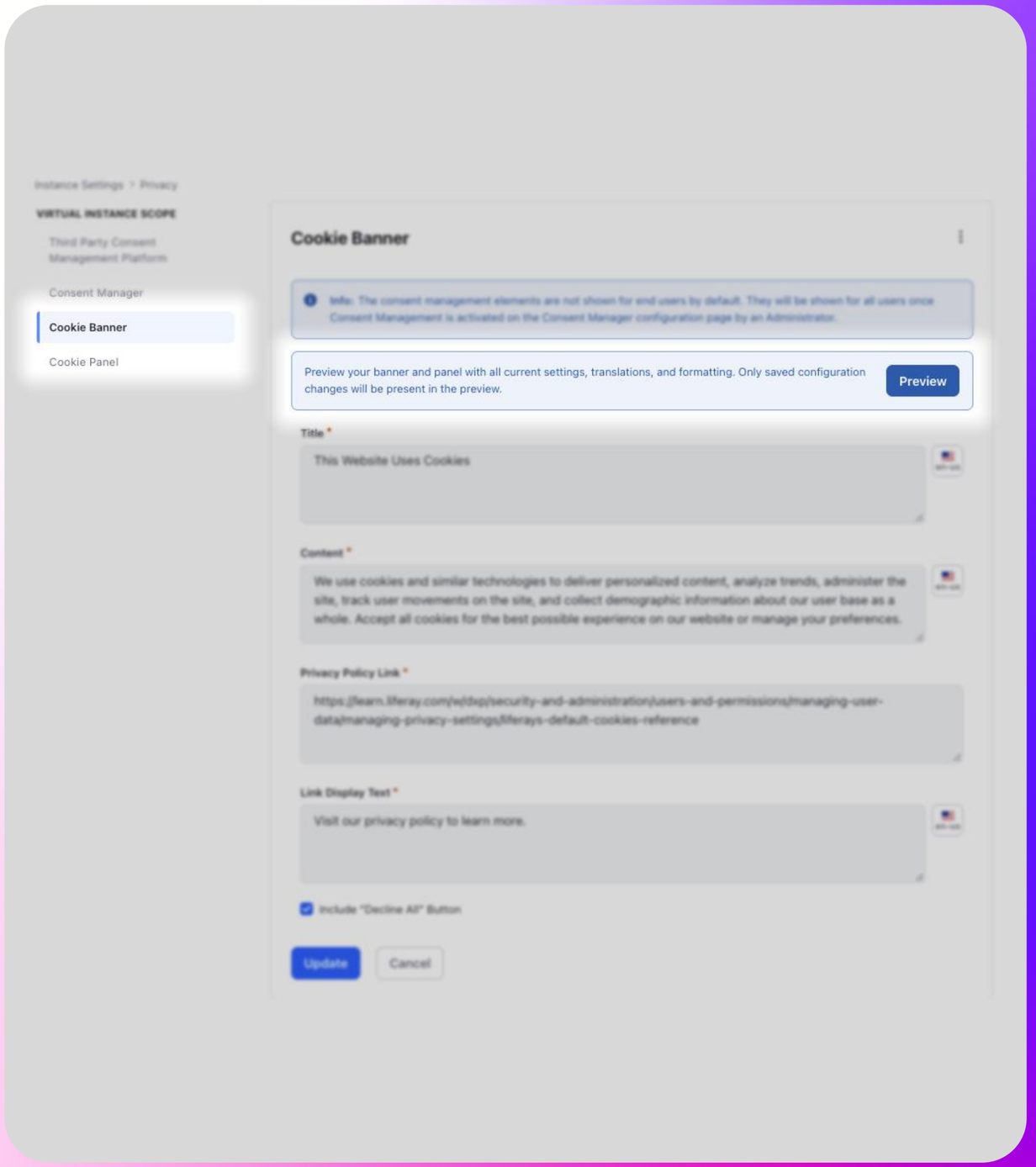
View the cookie banner or panel in a full-screen modal exactly as visitors see it.

Formatting & Translations

Display current saved configurations, localized language translations, and styling.

Pre-Activation Verification

Verify layout, links, and consent options before publishing the banner live to visitors.



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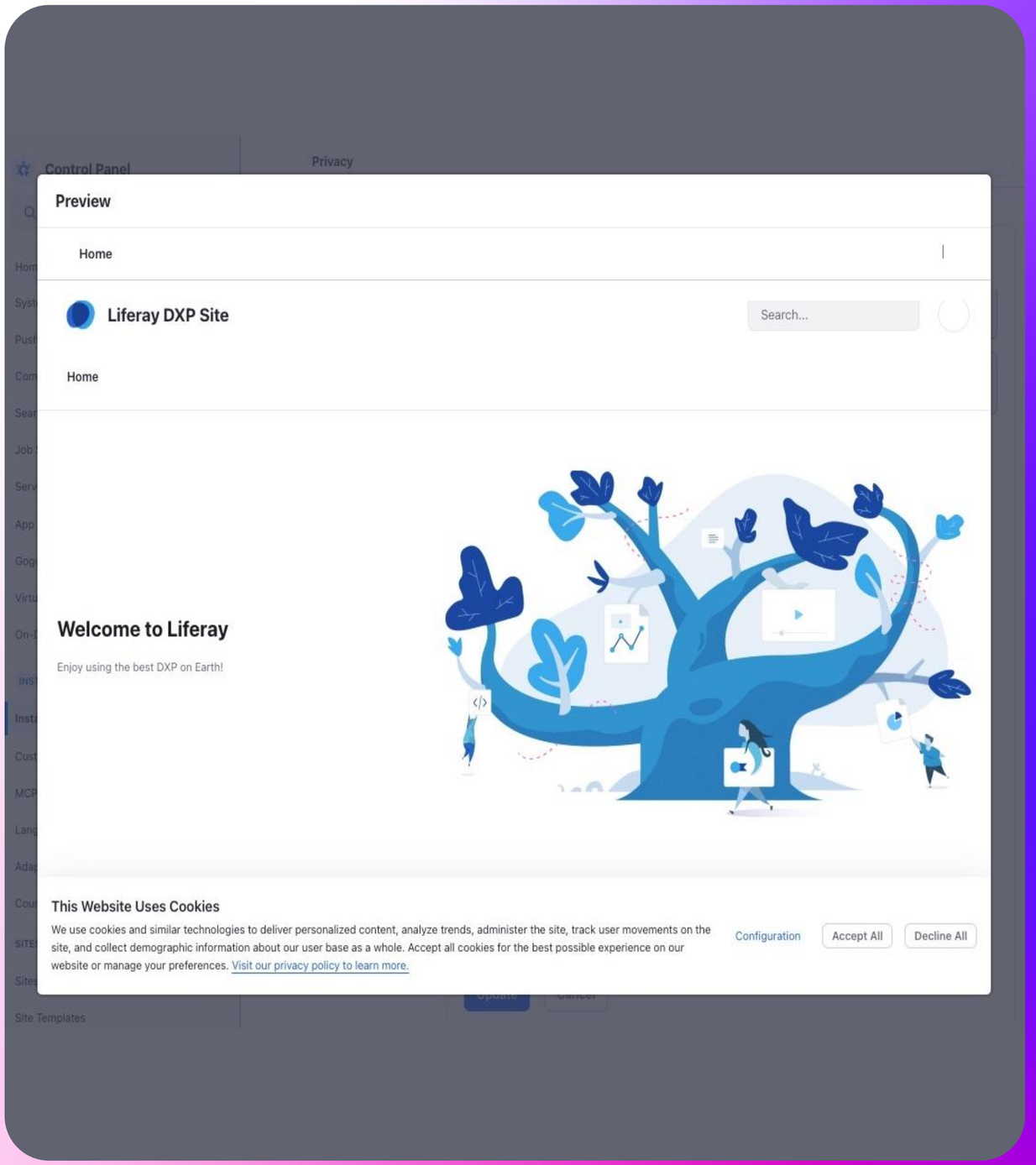


Activation

Draft Mode Preview

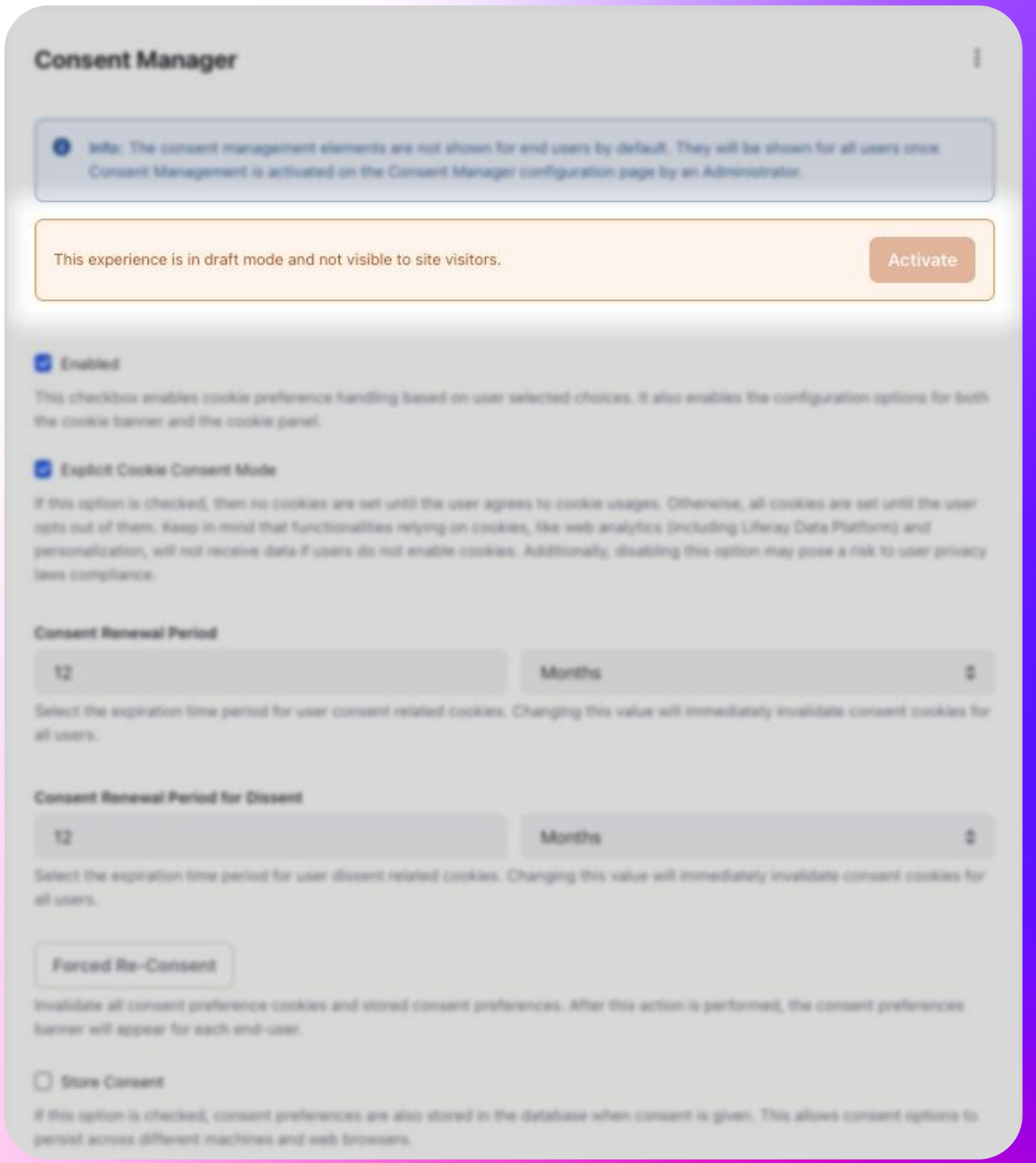
Configure and preview cookie banner settings safely in draft mode before publishing live.

Live Activation

Click Activate to make the banner and panel visible to site visitors with a green live status.

Deactivation & Re-editing

Click Deactivate to return to draft mode, hiding consent elements immediately to make updates.



The API and the DOM Attribute

Allows Liferay consent manager to interact with third party cookies or content embedded in the site, for example:

FEATURE INTEGRATIONS

Out-of-the-box integration features (e.g., YouTube and Google Maps).

CUSTOM DEVELOPMENTS

Third-party custom developments (e.g., client extensions or OSGi modules).

EMBEDDED WIDGETS

Iframe widget to embed and display content directly from a web page.

EXTERNAL SNIPPETS

Content containing snippets served by third-party sites or services accessed or rendered in a page.

The API and the DOM Attribute

IMPLEMENTATION GUIDE

To use the third-party cookie API, modify the HTML attributes of an element in two steps:

STEP 1: DEFINE CONSENT ATTRIBUTE

In the HTML markup, define the cookie consent type using the attribute:

```
data-third-party-cookie="{value}"
```

STEP 2: MAP CONSTANT VALUE

Replace `{value}` with the corresponding consent constant value from the table on the right.

Cookie Type	Value
Functional	`CONSENT_TYPE_FUNCTIONAL`
Necessary	`CONSENT_TYPE_NECESSARY`
Performance	`CONSENT_TYPE_PERFORMANCE`
Personalization	`CONSENT_TYPE_PERSONALIZATION`

The API and the DOM Attribute

HOW IT WORKS

Replace or add the HTML element's attribute

The third-party cookie API scans the Document Object Model (DOM) regularly looking for elements that require user consent via the `data-third-party-cookie` attribute.

If users consented to the corresponding cookie type, the API allows the associated content/script to execute or blocks it otherwise.

Element	Add Attribute	Remove Attribute
<script>	type="text/plain"	–
<link>	data-href="{YOUR_HREF}"	href="{YOUR_HREF}"
<img>	data-src="{YOUR_SRC}"	src="{YOUR_SRC}"
<embed>	data-src="{YOUR_SRC}"	src="{YOUR_SRC}"
<iframe>	data-src="{YOUR_SRC}"	src="{YOUR_SRC}"

Consent Management Platform Integration

ARCHITECTURE

Centralized Consent Governance

Centralize and manage user consent state across multiple sites, domains, and web applications from a single platform integration.

REGULATORY COMPLIANCE

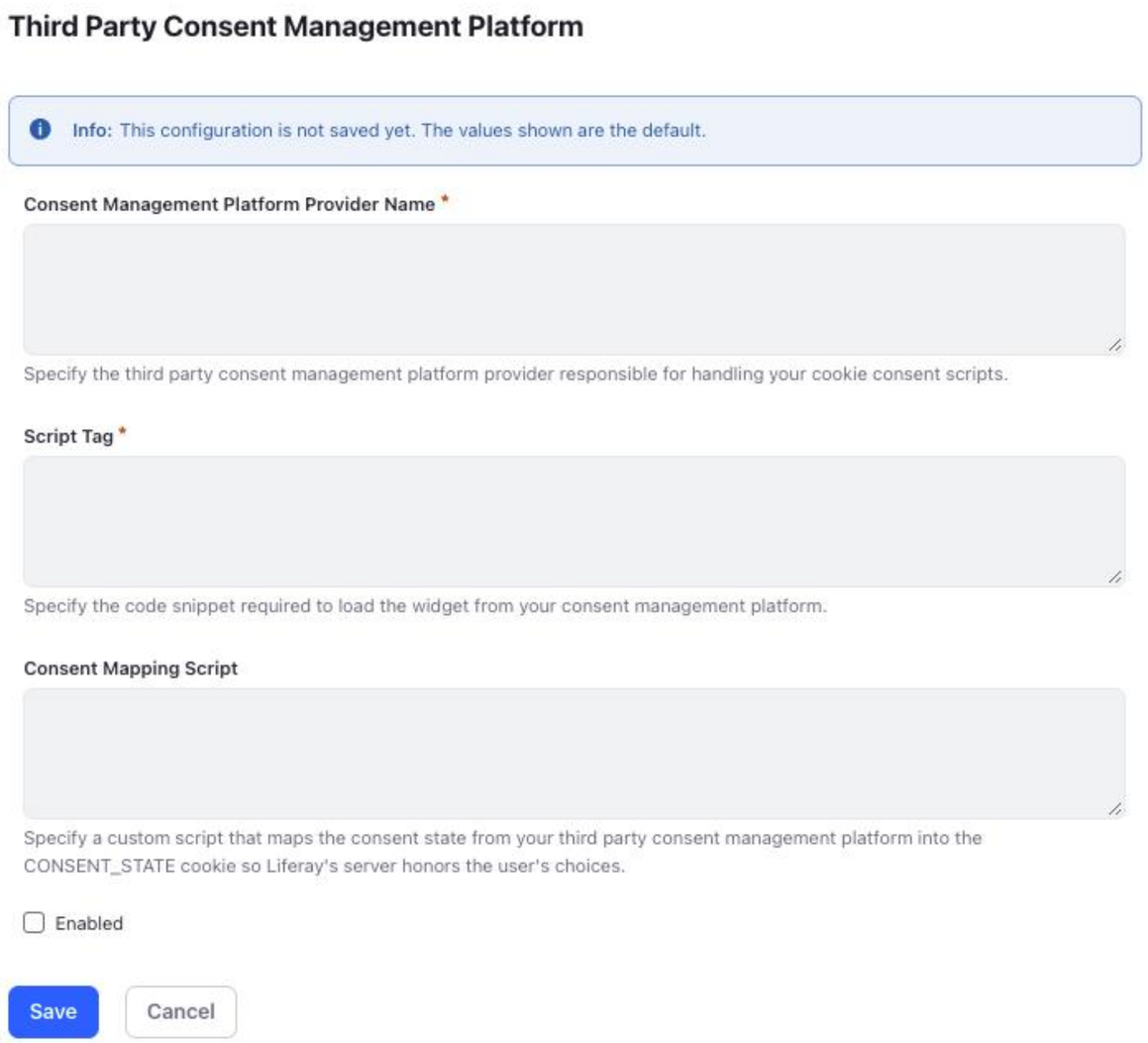
Automated Location-Based Logic

Comply with global regional regulations (such as GDPR and CCPA) using automated location-based consent rules.

GRANULAR CONTROL

Advanced Cookie Governance

Manage specific cookie categories and third-party script execution outside Liferay's default native privacy settings.



Consent Management Platform Script Tag

PURPOSE

Embed the Provider's Central Script

`<script>` tag is required to load the widget and privacy banner directly from your third-party Consent Management Platform.

KEY FUNCTIONALITY

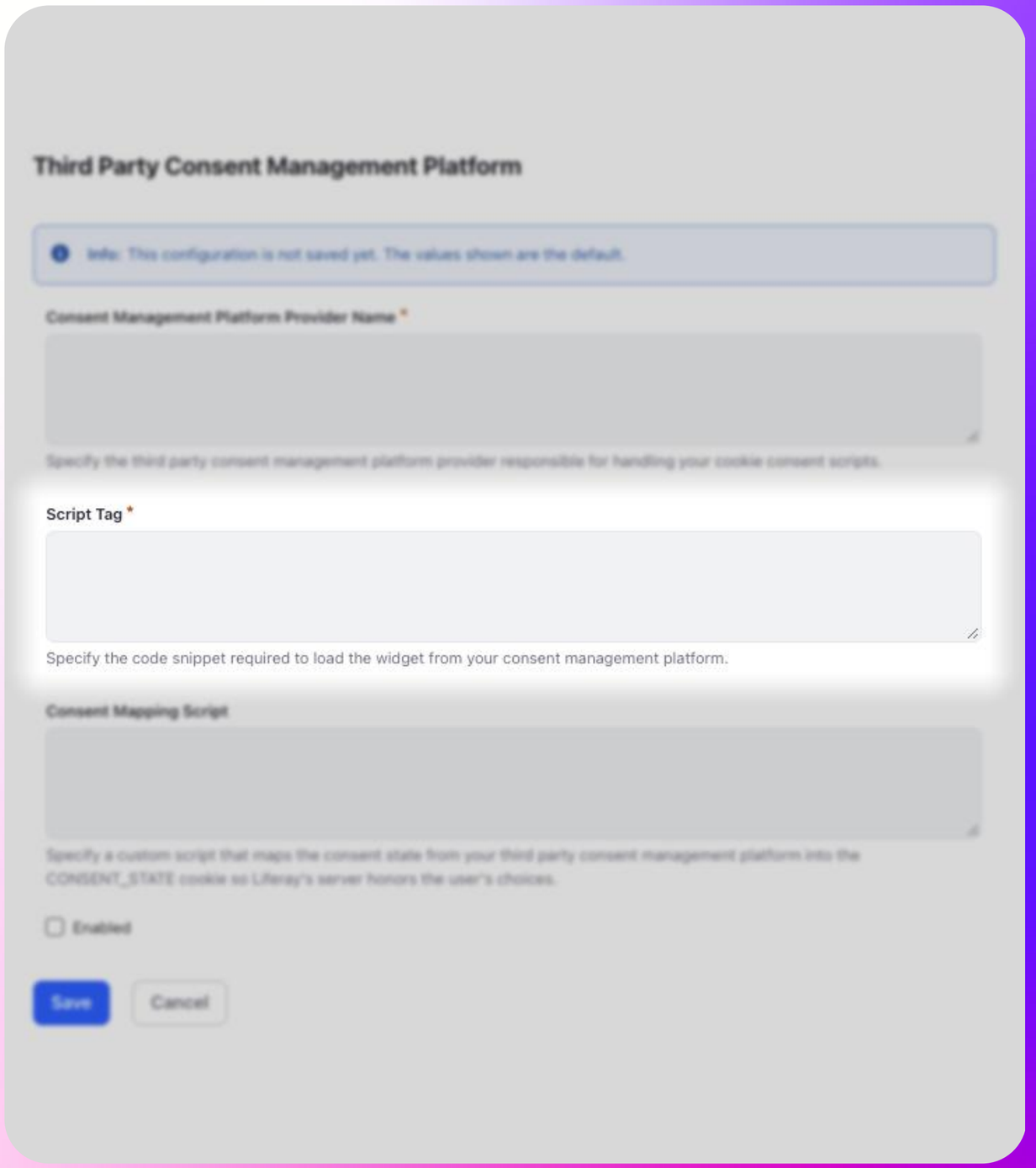
Automated Script Injection

The scripts is dynamically injected into all pages, enabling real-time cookie consent collection and governance.

EXAMPLE PROVIDERS

Universal Integration

Works seamlessly with leading third-party providers such as **Cookiebot**, **OneTrust**, etc.



Consent Management Platform Mapping Script

PURPOSE

Consent Management Platform Consent State to Liferay

JavaScript snippet that maps user consent from the Consent Management Platform into Liferay's `CONSENT_STATE` cookie.

KEY FUNCTIONALITY

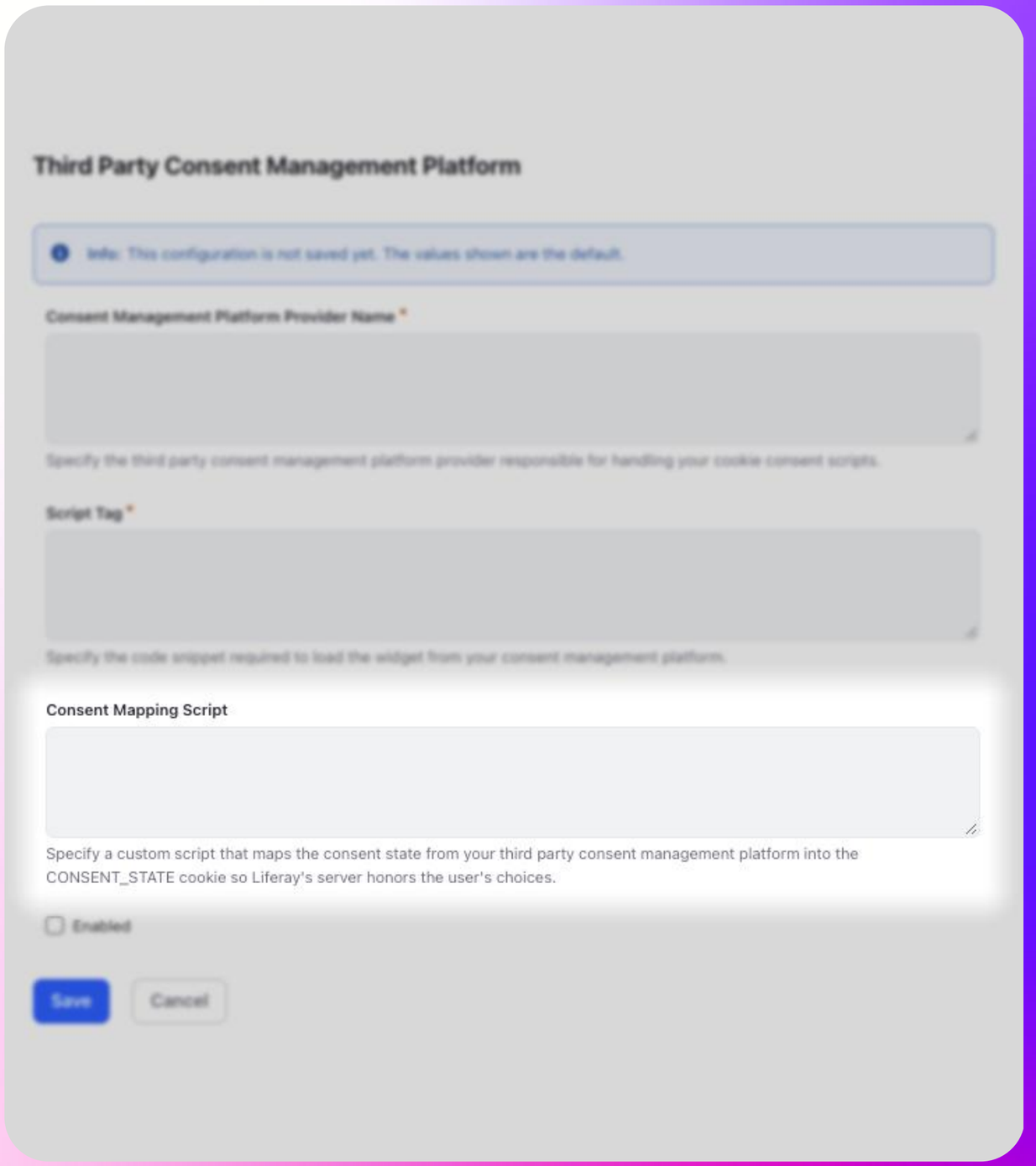
Real-Time Consent Synchronization

Consent Management Platform event to translate vendor consent categories into Liferay's consent model.

CUSTOMIZATION

Flexible Category Mapping

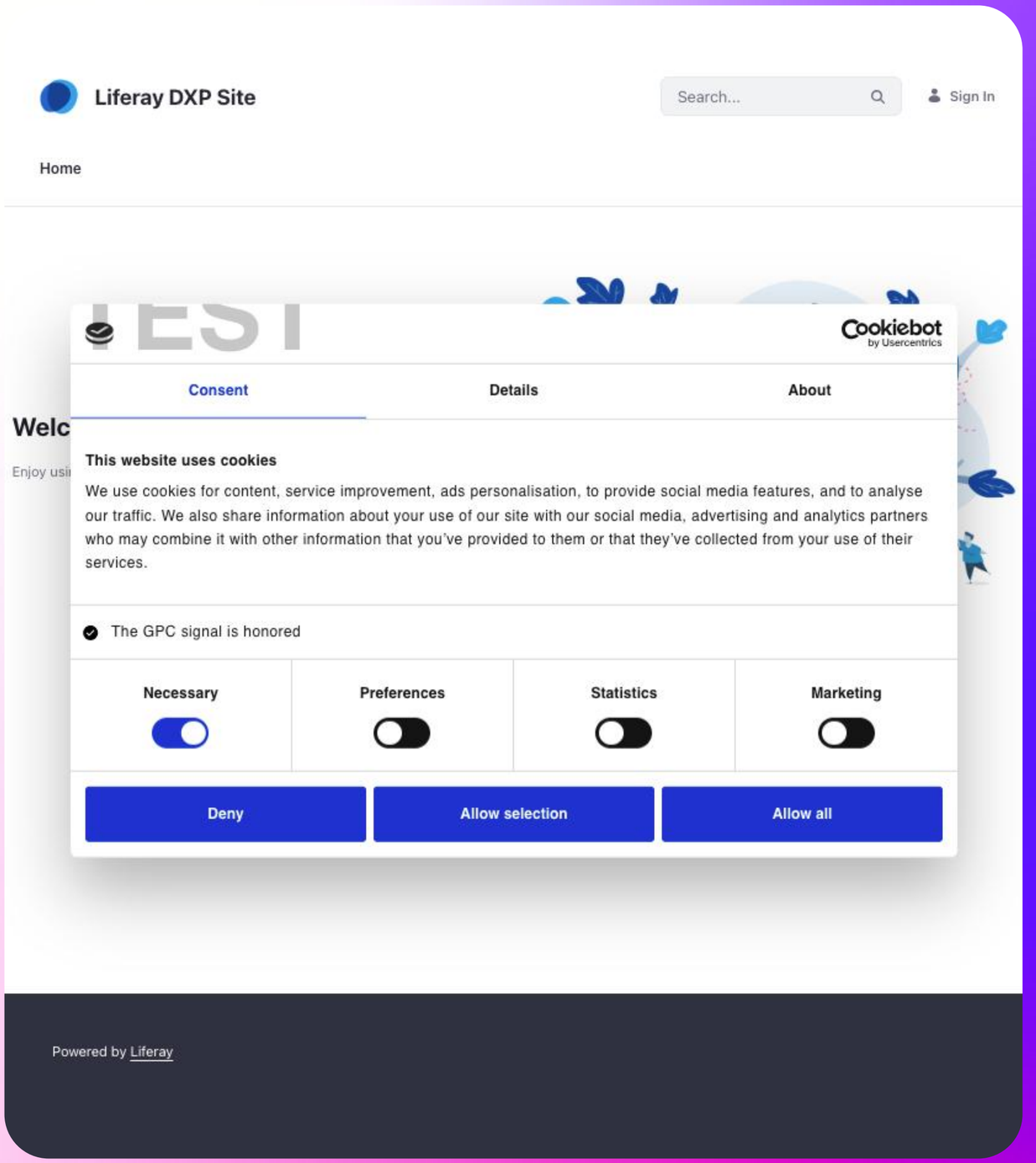
Third-party consent taxonomy to Liferay's expected cookie keys, ensuring seamless compliance without modifying core Liferay files.



Consent Management Platform Providers

Supported third-party consent management platform vendors:

- Cookiebot
- CookieScript
- Didomi
- OneTrust
- Osano
- Termly
- Usercentrics



When to Own Consent vs. When to Delegate

Liferay DXP, if you are fine with	Third-Party integration, if you need
GDPR baseline focus	Coverage across multiple regulations
One banner across the site	Region-specific banners and geo-targeting
A manual cookie inventory	Automated cookie scanning
Liferay's own consent enforcement	Vendor-managed blocking of scripts and tags
Audit records in DXP	Vendor-hosted logs and audit tooling
Native registered-user sync	Vendor-managed cross-domain sync
DXP release-cycle updates	Independent rule updates
No license cost	Vendor certification and managed compliance
Data staying in your instance	Third-party integrations such as GTM or Marketo

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Users care about privacy. Liferay makes its management easier than finding the "*Decline All*" button.

Thank you.

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