

Google DMA readiness questionnaire



#1 Does the DMA apply to my App?

Mandatory

Discuss with the legal team whether DMA consent collection is required for the app to comply with Google's terms?

Does the App operate/available in the EEA? | Do I advertise on Google in the EEA?

- DMA requirement applies > collect and send consent
- DMA requirement does not apply > use the ["Non EU users" toggle in AppsFlyer](#)

#2 Non EU users toggle

Optional

If the DMA requirements aren't relevant for the App, accounts may easily state so with AppsFlyer's built-in capability > toggle "Non EU users" within the Google and DV360 integrations, letting Google know that all users are not from the EU (eea=0)

- Enable the [toggle](#) to confirm users are NOT from EEA (must be approved by the account's legal team)

#3 Collect DMA consent

Optional

If DMA requirements are relevant to your App, you'd need to plan how to collect user consent and send the signals to Google. AppsFlyer offers 2 methods to collect and send consent:

Consent Management Platform (CMP) solutions | Manually via a custom solution

- Plan the best method for your app to collect consent from EEA users

#4 Implement CMP

Optional

If DMA is applicable, you may consider using a CMP to implement consent collection capability/methodology for easier and quicker transmission. AppsFlyer's built-in CMP integration supports TCF2.2 for consent collection (please verify with your CMP of choice)

- Select a CMP who supports TCF2.2
- Google have listed [certified CMPs](#) you may browse and select from

Note: AppsFlyer integrates with any CMP who support TCF2.2 (not just Google certified)

#5 Update AppsFlyer SDK

Optional

If you use AppsFlyer's SDK to send data to AppsFlyer, and the DMA is applicable, you'll need to update the SDK to V6.13.0+ (Android) or 6.13.1+ (iOS) to allow DMA consent collection methods

- Update AppsFlyer SDK to V6.13.0 (Android) or V6.13.1 (IOS)

#6 Enable DMA consent collection

Optional

If the DMA is applicable, enable AppsFlyer SDK to collect consent via the supported methods:
TCF 2.2 (CMP supported) | Manual

- Enable the relevant [method of choice](#)

#7 Update S2S integration

Optional

If you send INAPP events to AppsFlyer via S2S, you'll need to include consent_data info in each S2S call

- Update your [S2S API](#) to include consent_data (TCF OR Manual)

#8 DV360 transition

Optional

Due to incompatibility with DMA consent, Google and AppsFlyer will deprecate the legacy doubleclick_int integration by the end of Q2 2024

- [Transition](#) to the updated DV360 API (dv360_int)

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