

# Enabling Eskimi as a vendor on Google's CMP

## Introduction

In order to run our advertising activity to its fullest, Eskimi requires user consent. Many publishers that use GAM as their ad server also rely on Google as a Consent Management Platform (CMP) provider. That means that they manage the list of vendors that their consent banner gives consent to via GAM's user interface. Below you can find the steps for publishers to add Eskimi as an allowed vendor on their Google CMP vendor list.

## Steps

**These steps need to be followed by the publisher.** The main thing here to note is that Eskimi is listed under our legacy name "AKTYVUS SEKTORIUS".

1. Open your Google Ad Manager Account
2. On the left navigation bar go to **Privacy & messaging**
3. Go to **GDPR** and click on the settings icon
4. Under **Review your ad partners** you will see a section called **Commonly used ad partners**. In that section, click on the pencil icon on the right side.
5. This will open a new section. On this section you have selected either **Commonly used ad partners** or **custom ad partners**. To add Eskimi you'll need to select the second option.
6. Once you select it, you'll be able to choose from a list. Find the partner with name "AKTYVUS SEKTORIUS" and select the checkbox next to it.
7. Click on Confirm

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