FREE FIELD SHEET · Nº 140
ISSUED 5 NOV 2026

KEYWORD
REDACT

SERVER-SIDE GTM IP REDACTION CHECKLIST

CHECKS	DO FIRST	PARTS	COST
17	2	5	Free



PREPARED BY
Hamza Jameel
10+ yrs · $8M+ ad spend managed · 150+ page-one rankings

Google has told advertisers that from 11 January 2027, ad tags in server-side Google Tag Manager will accept visitors' full IP addresses, while Google Analytics tags keep redacting them. Search Engine Journal reported the notice on 3 November, after Google Ads specialist Adriaan Dekker shared it on LinkedIn. Use this checklist to decide what each tag should receive and, if you want the IP redacted, to build it before the date.

ON THIS SHEET

1	What changes on 11 January 2027	5 CHECKS
2	Find out what you have	3 CHECKS
3	Decide before you build	2 CHECKS
4	To redact: Google's method	6 CHECKS
5	After the date	1 CHECKS

TICK IT ON YOUR PHONE
youtube.hamzajameel.com/free/redact-140

PART 1 OF 5 — 5 CHECKS

What changes on 11 January 2027

- [ ] 1.1

Redaction moves from the whole server container to each tag.

Google's notice is called 'Updates to network signal processing in server-side tagging'. It covers server containers, not the Google tag or web containers running in the browser.

- [ ] 1.2

Tags for Google Ads, Display & Video 360, Search Ads 360 and Campaign Manager 360 will accept the full IP address.

That includes Floodlight tags. If you do nothing, these tags get the full address from that date.

- [ ] 1.3

Google Analytics tags keep redacting the IP.

Google's help page says Analytics server tags already apply partial IP redaction by default.

- [ ] 1.4

Third-party tags control which signals they accept.

The notice doesn't say whether their current redacted behaviour carries on, so check each one.

- [ ] 1.5

Check the Tag Manager release notes before you build.

The notice has no issue date, and as of 3 November the release notes didn't list this change. Google's help page doesn't mention the date either.

PART 2 OF 5 — 3 CHECKS

Find out what you have

- [ ] 2.1

Confirm you run a server container.

Look for a container of type Server next to your web container. If you only use a web container, this notice doesn't cover it.

WHERE `tagmanager.google.com › Accounts`

☐ 2.2

List every tag that sends data to those four Google products.

Note each Google Ads and Floodlight tag. You'll select them in the transformation below.

WHERE `tagmanager.google.com › [Server container] › Tags`

☐ 2.3

List your third-party tags and the field each one reads the IP from.

Many read ip_override. Others read a custom header or event parameter. Check the vendor's documentation, or inspect the requests in Tag Assistant.

PART 3 OF 5 — 2 CHECKS

Decide before you build

☐ 3.1

Choose for each tag: the full IP, or a partially redacted one.

Partially redacted means the last part of the address is zeroed: the last octet of an IPv4 address, the last 80 bits of an IPv6 address. Google says the full address improves campaign performance, but it gives no measurement data.

☐ 3.2 • DO FIRST

Make sure your notices and consents cover the IP data.

Google says end-user notices and legally required consents must be in place before data collection begins. Its EU user consent policy covers the EEA, the UK and Switzerland, and other regions have their own rules. Ask whoever handles privacy for you.

PART 4 OF 5 — 6 CHECKS

To redact: Google's method

☐ 4.1

Create a Custom Template Variable in your server workspace.

It returns the anonymized IP. The template needs the user_ip permission. Google's help page gives this code:

COPY THIS

```
const getAnonymizedIpAddress = require('getAnonymizedIpAddress');
return getAnonymizedIpAddress();
```

☐ 4.2

Create a new Augment event transformation.

Set it to override the ip_override field and map that field to your IP variable.

WHERE `tagmanager.google.com › [Server container] › Transformations › New`

☐ 4.3

Select the tags that should get the redacted IP.

Use Matching Conditions or Affected Tags. Google's examples are Google Ads, Floodlight and other non-Google tags.

☐ 4.4

Add another transformation for any tag that reads a different field.

Override that vendor's field with the same IP variable, and limit it to that tag.

☐ 4.5 DO FIRST

Click Preview, trigger your tags and check the IP is redacted before the data leaves the server.

☐ 4.6

Save the transformation and publish the server container.

Do this before 11 January 2027. Nothing changes on live traffic until you publish.

PART 5 OF 5 — 1 CHECKS

After the date

☐ 5.1

Run Preview again after 11 January 2027.

The notice doesn't explain how this works with consent mode or non-consenting Floodlight requests, so check what your tags really send.

WANT ME TO LOOK AT YOURS?

If you have gone through this and want a second pair of eyes, book a free call. We open the account together and look at what is actually happening. No deck, no pitch.

- **Book a free call** hamzajameel.com/book-a-call/
- **Free SEO audit** hamzajameel.com/free-seo-audit/
- **Instagram** @ihamza.jameel
- **YouTube** @ihamzajamil

SOURCES

1. https://www.searchenginejournal.com/google-ad-tags-in-server-side-gtm-to-get-full-ip-addresses/595807/
2. https://support.google.com/tagmanager/answer/18646937
3. https://developers.google.com/tag-platform/tag-manager/server-side/api

4. https://ppc.land/google-ad-tags-gain-full-visitor-ip-addresses-in-server-side-gtm-in-2027/