

Appendix B – Determine the Consumer Local Language

For the purposes of this implementation, the primary method to determine User Language is based on the **value of the browser's language attribute**. This approach should work consistently with all parties involved in delivering the Ad Marker, thus avoiding potential situations when the Ad Marker is served by two parties in two different languages.

The value of the browser's language attribute can be dynamically detected via JavaScript during Icon delivery. The expected languages in the EU/EEA are those listed in [Appendix A – Ad Marker Text by Language](#).

If the value of the browser's language attribute cannot be read or has a value outside of the expected ones, the Ad Marker should behave as if the language was “en” (other defaults may apply in specific markets). Also, for improved user experience, an intuitive language-switching mechanism on the Enhanced Transparency Page and on the User-Facing Portal is recommended.

Programme participants delivering the Ad Marker may choose to use **alternative methods for determining User Language**, should they prefer to do so, such as GeoIP data, ad language, site language, or manually when trafficking the campaign. For consistency and overall user experience, it is important that participating companies who choose to use alternative methods make sure that the script displaying the Ad Marker behaves correctly (i.e. if multiple parties end-up serving the Ad Marker, only the uppermost Ad Marker expands in the rolled-out state).