

WHAT IS THE TRANSPARENCY AND CONSENT FRAMEWORK?

The Transparency and Consent Framework (the Framework) is the global cross-industry effort to help publishers, technology vendors, agencies and advertisers meet the transparency and user choice requirements under the General Data Protection Regulation. It has been developed by IAB Europe in collaboration with organisations and professionals in the digital advertising industry.

The Framework has been created to offer flexibility to comply with the law, and provide a means of transmitting signals of consent from a user to third party vendors working with publishers. A registry of vendors has been created as part of the Framework and publishers can use the registry to view which of the vendors they work with are part of it. The Framework enables companies that collect and process data or access consumers' devices to collect and process data to continue to do so and comply with GDPR law.

➤ WHAT ARE THE BENEFITS FOR VENDORS?

The Framework intends to:

- Provide the flexibility to support different GDPR and ePrivacy compliance programs
- Provide vendors that partner with a publisher with a way of processing user data by relying on a legal basis permitted under the GDPR
- Enable publishers to request consent on behalf of vendors to process user data
- Enable vendors to receive information around user transparency and choice from publishers

The registry of vendors, known as the Global Vendor & CMP List (List), enables vendor participation in the Framework. Becoming an approved vendor in the List ensures that companies will be able to continue to work closely with publishers under the new GDPR rules.

The List will facilitate vendors' adherence to the Framework policy, provide transparency into the ways companies intend to comply with GDPR requirements, and centralise participants into one prominent location. Publishers can then use the List to see which of the companies they work with are taking part in the Framework, and determine which vendors to include in the transparency and consent user interfaces they decide to make available on their websites.

All vendors including Sell-Side Platforms (SSPs), Demand Side Platforms (DSPs), ad servers and data management platforms used on a publishers' site can apply to be part of the List.

➤ HOW DOES IT WORK?

The Framework consists of an open-source technical specification developed by IAB Europe and managed by the IAB Tech Lab, whereas the policy component is managed by IAB Europe. It has been designed to standardise the collection and transmission of user choice and transparency related to data processing, so that the digital supply chain can continue to function in a way that aligns with GDPR requirements.

The Framework then makes this information available across the advertising supply chain. The List facilitates adherence to the Framework policy, provide transparency into the ways companies intend to comply with the law, and centralise participants into one, well known location. Publishers use this registry to view which of their partners are a part of the Framework, and determine which vendors to include in the transparency and consent user interfaces they decide to make available on their sites.

Any vendors can be disclosed to consumers with up-to-date information from the List and can receive their consent status from the **Consent Manager JavaScript API** that is installed by the publisher. Vendors wishing to apply to join the List need to agree to compliance with industry protocol policies, update their code to set cookies only after receiving a consent signal or a bid request, unless they have an applicable legal basis to do so.

➤ HOW TO REGISTER AS A VENDOR?

Vendors can register to the Framework at:

[HTTP://REGISTER.CONSENSU.ORG](http://register.consensu.org)



In order to be approved in the Framework, vendors need to be a member of a trade organisation. Once the application form is submitted, a review process is undertaken by IAB Europe. Once the review process is finalised, vendors receive the notification for payment. The annual fee for vendors is 1200 EUR per year. Once the payment is received, the vendor logo and website URL are featured on the list of registered vendors on advertisingconsent.eu.

Background and supporting materials can be found at advertisingconsent.eu. Version 1.1 of the Framework is available and is actively being implemented by numerous publishers.