

Meeting: TCF Governance Board, Q1 Meeting

Date and Time: Wednesday 5th March 2025 15:00 – 17:00 (CET)

Venue: Virtual

Present:

Christer Ljones (Schibsted Media) (Chair)

Karsten Rieke (Criteo)

Romain Gauthier (Didomi)

Gareth Burkhill-Howarth (WPP)

Colin O'Malley (Integral Ad Science)

Elena Turtureanu (Adform)

Achim Schlosser (Bertelsmann/RTL Group)

Ben Humphry (Huawei)

Robert Blanck (Axel Springer)

Mary Xiaoyong Liu Wang (Google) (Vice Chair)

Thomas Peruzzi (Virtual Minds)

Apologies:

Markus Rhul (Publicis Groupe)

Benoit Oberle (Sirdata)

Jaakko Kuivalainen (Sanoma)

Board Observer:

Conor Murray (egta)

Leigh Freund (NAI)

Christie Dennehy-Neil (IAB UK)

Rowena Lam (IAB Tech Lab)

In attendance:

Townsend Feehan (CEO, IAB Europe, Managing Organisation)

Thomas Mendrina (Chair, TCF Steering Group)

Ninon Vagner (Privacy Director IAB Europe, Managing Organisation)

Giuseppe Pappalardo (Privacy & Compliance Officer, IAB Europe, Managing Organisation)

Anne Goodman – Secretariat (IAB Europe, Managing Organisation)

Chair

The Secretariat advised that the meeting was not quorate and therefore it would not be possible to hold a vote, if matters required.

The Chair opened the meeting, welcoming the members of the Board, noting that the meeting had a full agenda and importance of ensuring that there was time to discuss all items.

Action Items Q4 meeting (status): Secretariat TCF Governance Board

There were 4 action items recorded at the Q4 Board meeting, 2024:

Action Item 1 Reserved Business

Action Item 2 Reserved Business

Action Item 3: *Accommodating the rise of 1st party requirements in the TCF, the Board suggested that a working group should be established to more broadly consider the possible TCF evolution*

Action taken: the MO established in January 2025 a sub working group of the TCF Policies WG to look at the accommodation of ID solutions in the TCF. The Chair noted that a discussion on this matter was tabled under agenda item “10 *Evolutions of the TCF*”

Action Item 4 Reserved Business

Post the review of the Action Items the Board agreed to enable “Gemini note taking”.

Item 3 Reserved Business:

Item 4 Reserved Business:

Item 5: TCF Workplan: Ninon Vagner, Director Privacy & Compliance, IAB Europe (Managing Organisation). In preparation for the presentation, the Board had received Paper 5_26-02-25_TCF 2025 roadmap. The MO noted that the plan would be approved by the members of IAB Europe at the General Assembly, which would be held in May. The MO highlighted that the workplan had been developed following input from the various TCF Working Groups. The plan included 4 work tracks. The Board focused on 2 work tracks in particular – *TCF Development* and *TCF Compliance*. With respect to *TCF Compliance* the MO highlighted that the work plan reflected a continued scaling up of compliance audits with the intention to increase the number of monthly audits through the year. It would also continue to encourage the market, in particular publishers, to use the “non-compliance form” that is available on the IAB Europe website. The Board noted that the investment in this work track provided a good foundation for the possibility of a future “Code of Conduct”. With respect to the work track *TCF Development*, the Board suggested possibly reordering the activity, placing the “workshop” at the top of the order.

The Board was supportive of the plan.

Item 6: The TCF Compliance Report for 2024: Giuseppe Pappalardo, Privacy & Compliance Officer, IAB Europe, (Managing Organisation), presented the draft report, which is a first-time production by the MO. In response to the Board question the MO confirmed that the community was extremely responsive to enforcement and

to date Vendors that were suspended always resolve their issues in order to be reinstated. The MO confirmed the final report would be published on the IAB Europe website. Following the raising of question reference corrections to the report, the MO agreed to make the report available to the Board to comment/correct.

The MO also asked the Board if it had any feedback on enforcement in the context of other industry compliance or self-regulatory programmes that could provide valuable comparison on the data provided in the report.

ACTION: MO to circulate next version of the draft to the Board for commentary

ACTION: Board to provide comparative examples, as available.

Item 7: Extension of Enforcement Procedure n°3 to accommodate vendors who do not appropriately complete Vendor Compliance Form - Ninon Vagner, Director Privacy & Compliance, IAB Europe, (Managing Organisation)

The Board was asked to consider if Enforcement *Procedure n°3 (Vendors' information required for inclusion in the GVL is incomplete or inaccurate - vendor is notified of the issue and given 5 business days resolve the issue)*, which is currently applied when a Vendor does not submit their Vendor Compliance form, should be updated to accommodate the situation where vendors have completed the form but have not provided the correct information or sufficient detail and do not respond to MO requests to remedy this in a timely manner. The Board agreed to the proposed update and asked what the next steps would be. MO advised that the *Controls Catalogue* would be updated and an official notification sent to the community. The MO also asked, given that the meeting was not quorate, that Board Members who were absent today should be notified before the update was actioned.

ACTION: Secretariat to send email to Board members

Item 8: MO update including update on TCF compliance and enforcement:

presented by Townsend Feehan (CEO, IAB Europe, Managing Organisation). The MO noted that several items recorded in the report had already been discussed in the meeting agenda but wished to draw the Board's attention to the 2 notifications sent to all CMPs and Vendors and the significant work completed on compliance checking in the first 2 months of 2025.

This was noted by the Board and no questions were raised.

Item 9: Steering Group (SG) update (PAPER 2_27-05-24): presented by Thomas Mendrina (Chair, TCF Steering Group). The Chair presented an update of the membership of the TCF Steering Group and a comprehensive update of the extensive work of the TCF Working Groups.

The Board took note of the report; there were no questions.

Item 10: Evolution of the TCF – introduced by the TCF Governance Board Chair. The Chair suggested the necessity of the discussion to broaden the inclusivity of the TCF to first party data providers such as retail media, noting that the MO proposed broader working group and workshop was the opening for this discussion. The Board suggested that the expanded scope should include advertisers, also noting the recent discussion in the Policy WG reference “off-line data”. It was suggested that the barriers to advertiser adoption should be investigated, in addition it was noted that CMPs were a possible proxy to connect with advertisers.

It was agreed that the Q2 Board meeting, which was face-to-face, should focus on this discussion. The MO suggested providing a “skeleton” document that would support the discussion, that could include a broad consultation with the community, such as other trade associations on what they might prioritise in an evolved TCF. Suggested possible timing for the workshop ranged from Q2 through to early summer.

ACTION: MO preparation of a “skeleton” document

ACTION: MO consultation with advertisers to understand reasons for adopting TCF alongside barriers to adoption.

AOB

One items of other business were raised by the Chair

Date of Q2 meeting: Board agreed that the Q2 meeting would be held in person in Brussels Tuesday May 20. Noting that IAB Europe Annual General meeting was in the afternoon therefore the meeting would be AM. It was also suggested that the meeting could be longer to facilitate more opportunity for discussion.

Close

The meeting closed at 17:00 CET