

Meeting: TCF Governance Board, Q2 Meeting

Date and Time: Tuesday 20th May 2025 10:00 – 12:30 (CET)

Venue: In person (Brussels) & virtually

Present:

Christer Ljones (Schibsted Media) (Chair)
Mary Xiaoyong Liu Wang (Google) (Vice Chair)

Karsten Rieke (Criteo)	Benoit Oberle (Sirdata)
Romain Gauthier (Didomi)	Ben Humphry (Huawei)
Colin O'Malley (Integral Ad Science)	Robert Blanck (Axel Springer)
Elena Turtureanu (Adform)	Jaakko Kuivalainen (Sanoma)
Achim Schlosser (Bertelsmann/RTL Group)	
Markus Rhul (Publicis Groupe)	

Apologies:

Thomas Peruzzi (Virtual Minds)
Gareth Burkhill-Howarth (WPP)

Board Observer:

Conor Murray (egta)
Phillip Hagen (BVDW)
Sonia Carreno (IAB Canada)

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)
Gosia Kowalska (Privacy & Compliance Manager, IAB Europe, Managing Organisation)
Hasan Siddiq (Senior Manager, Administration & Compliance, IAB Europe, Managing Organisation)
Lucio Gagliardi (Digital Advertising Product Manager, IAB Europe Managing Organisation)
Anne Goodman – Secretariat (IAB Europe, Managing Organisation)

Chair

The Chair opened the meeting, welcoming the members of the Board who had attended in person and those online. The Chair advised the Board that the CEO of IAB Canada, Sonia Carreno, was joining the meeting as an observer following an

invitation from the Chair and Vice Chair of the TCF Governance Board. The Chair also welcomed Lucio Gagliardi, who had recently joined the Managing Organisation (MO) as Digital Advertising Product Manager.

Action Items from the Q1 meeting: Secretariat TCF Governance Board

There were 2 action items (ex-reserved business) recorded at the Q1 Board meeting

Action Item	Action	Status
<i>Item 3: Compliance enforcement: Extension of the scope of application of Procedure No. 3 to vendors who fail to complete the Vendor Compliance Questionnaire when registering or renewing registration on the GVL</i>	MO to solicit any objections from those Board Members who were not present at the Q1 meeting when the decision was taken to approve the proposed extension.	Done. No objections were raised. MO has communicated the change to the TCF Community and adapted the Controls Catalogue accordingly.
<i>Item 4: Compliance enforcement: Review of draft 2024 TCF Compliance Report</i>	MO requested to circulate the final draft of the <i>Compliance Report</i> to the Governance Board for review before publication - completed.	The 2024 <i>Report</i> is available on IAB Europe's website here .

With reference to action item 4 the Board asked if there had been any feedback on the TCF Compliance Report. The MO advised that one CMP had asked if the tool used to monitor TCF vendor and CMP installations was publicly available. The MO advised that it was not but added that it was likely that the MO were considering sending the tool to the CNIL (French DPA).

Post the review of the Action Items the TCF Governance Board Secretariat advised that “Gemini note taking” was set to record.

Item 3: Reserved Business:

Item 4: MO update PAPER 2_13-05-25: presented by Townsend Feehan (CEO, IAB Europe, Managing Organisation). The MO team were introduced to highlight details on TCF registrations and TCF compliance and enforcement as well as updates to the technical management of the GVL, which were shared in the MO report. Regarding CMP registration the Board asked specifically if there had been any change in the ratio of commercial vs private CMPs. The MO confirmed the split remained roughly 50:50. The Board also asked if market consolidation was evidenced in the registrations. The MO confirmed there was some evidence of consolidation. Regarding the compliance update, the MO compliance team have continued to review the completion of the compliance questionnaires of those reviewed (242 - *see MO*

report) 62% of Vendors Compliance Questionnaires are considered to have provided sufficient information. The Board questioned the situation of the position of the remaining 38%, the MO explained that some were pending further investigation and that with reference to the new expanded procedure n°3, 45 suspension warnings have been sent.

The MO also highlighted that it was seeking to identify a supplier capable of building something comparable to the verification functionality currently available in the web environment for in-app and CTV. Governance Board members who are aware of companies capable of delivering this functionality are invited to reach out to the team (vagner@iabeurope.eu). R. Gauthier offered access to Didomi Lab facilities for possible solution testing in the CTV environment.

Item 5: Steering Group (SG) update (PAPER 3_13-05-25) presented by Thomas Mendrina (Chair, TCF Steering Group). The Chair presented an update of the membership of the TCF Steering Group noting high levels of engagement from Steering Group members with attendance consistently 40-plus. Good levels of engagement continued in the TCF Working Groups, the Chair gave a comprehensive update of the extensive work of the Groups.

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

Item 6: update to the Vademecum (PAPER 5_13-05-25) – TCF Governance Board Secretariat introduced the proposed update to the TCF Vademecum, noting that paper 5 had been circulated to board members May 13. The paper presented a proposed update to extend the length of service of the Chair and Vice Chair of the TCF Working Groups. It was noted that the current length of service was a 2-year term, renewable twice therefore current length of service could be up to 6 years. The paper highlighted possible ways that the length of service could be increased and described the implications for good governance that the Board should consider.

The Board discussion that followed the presentation of the key points of the report highlighted, in the first instance, that the number of nominations for Chair and Vice-Chair were typically low. The Board went on to ask what had given rise to the proposed update. The MO confirmed that the Chair of the Policy WG, who was due to complete 3 terms in September 2025, had expressed an interest in continuing in the role. The MO confirmed that the nomination would always be subject to a working group vote, at the start of each term, so increasing the length of service would only be enacted if the nomination received a favourable vote. It was also noted that the proposal only considered the working groups, not the TCF Steering Group or the Governance Board.

The Board noted that options 2 & 3 (increasing the number of terms indefinitely and increasing the length of a term beyond 2 years at the TCF Governance Board discretion) were the favourable options. Whilst option 3 extended Board control in the process, both options, the Board suggested, gave the Board the opportunity to step in and review the process if the length of service was seen to compromise the delivery of the working group. It was proposed that Option 2 could be amended to include a review by the Board at some point in the future. It was noted that the working groups were accountable to the TCF Steering Group and therefore the TCF Steering group should always have oversight of the length of service (irrespective of which option

was chosen) and in those instances where they felt that the length of service was compromising the operation of a working group this should be brought the Boards attention.

The Secretariat noted that the meeting was no longer quorate and therefore if the Board agreed that options 2 & 3 were the favoured options that these should be presented to the Board members for a formal vote post the meeting.

It was also noted that the approval of any changes to the TCF Governance Vademecum needed to be presented to the IAB Europe Board for approval. Given the timing, the Board asked the MO if this presentation could be outside of the IAB Europe Board meeting cadence, to ensure that the final decision could be enacted before the TCF Policy Working Group election in September.

ACTION: Board vote on options 2 & 3 - TCF Governance Board Secretariat to circulate to the Board members details of the 2 options and process for the vote post the meeting.

Item 7: Reserved Business

Item 8: Reserved Business:

AOB

One item of other business was raised by the Chair

Date of Q3 meeting: Board agreed to hold the meeting the week before DMExco, respecting that holding the meeting at DMExco, as had happened on previous occasions, put unnecessary pressure on Board members' schedules. The meeting agreed that this meeting would be virtual.

Close

The Chair thanked all Board members for their contribution, those who had attended in person, and those who had attended despite the challenge of local time. The Chair noted that importance of in person attendance and this enabled a “richer” discussion.

The meeting closed at 12:30 CET