Meeting: TCF Governance Board, Q3 Meeting

Date and Time: Tuesday 9th September 2025 14:00 – 16:00 (CET)

Venue: Virtually

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

Romain Gauthier (Didomi)
Colin O'Malley (Integral Ad Science)
Elena Turtureanu (Adform)
Achim Schlosser (Bertelsmann/RTL Group)
Gareth Burkhill-Howarth (WPP)
Benoit Oberle (Sirdata)
Ben Humphry (Huawei)
Robert Blanck (Axel Springer)
Jaakko Kuivalainen (Sanoma)

Apologies:
Thomas Peruzzi (Virtual Minds)
Markus Rhul (Publicis Groupe)

Townsend Feehan (CEO of IAB Europe, MO)

Board Observer:
Conor Murray (egta)
Phillip Hagen (BVDW)
Sonia Carreno (IAB Canada)
Joe Jackson (IAB UK)

In attendance:
Ninon Vagner (Privacy Director IAB Europe, Managing Organisation)
Giuseppe Pappalardo (Privacy & Compliance Officer, IAB Europe, Managing Organisation)
Thomas Mendrina (Chair, TCF Steering Group)
Anne Goodman – Secretariat (IAB Europe, Managing Organisation)

<u>Chair</u>
The Secretariat declared the meeting quorate. The Chair opened the meeting welcoming the Board members and Board Observers.

<u>Action Items from the Q2 meeting: status</u>: Secretariat TCF Governance Board

There were 3 action items recorded at the Q2 Board meeting, 2025

Item	Action	Status
Item 1: reserved business		
Update to the TCF Steering Group &	As the Q2 mtg was not quorate the Secretariat was asked to circulate to	Completed

Working groups Vademecum	the Board Members details of options 2 & 3 and process by which board members could vote	
Proposal to update the TCF Vendor & CMP Fees	MO was asked to solicit Board Members to join a working group to review the various formats for pricing	Completed (see agenda item 7 for follow up)

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

Item 3: update to the TCF Steering Group & Working Groups Vademecum – TCF Governance Board Secretariat asked the Board to note that reference the proposal to update the current length of service, which the Vademecum currently described was a 2-year term, renewable twice, Board members had voted to approve option 2, which increased the number of terms indefinitely. Option 2 also included the amendment proposed at the Q2 meeting that the TCF Governance Board would have periodic oversight of the length of service served (alongside the TCF Steering Group). The secretariat asked the Board Members to note that following the TCF Governance Board vote the update had been circulated to IAB Europe Board Members to ask for their approval to action this update, which the Board Members duly gave. The TCF Steering Group would be informed at its monthly meeting September 10, post the meeting the Vademecum would be published.

ACTION: MO to publish the updated TCF Steering Group & Working Group Vademecum following presentation to the TCF Steering Group

Item 4: Reserved Business

Item 5: MO update **PAPER 2_02-09-25** – in absence of the CEO of IAB Europe (MO) the Chair asked the Board to note the paper, which had been previously circulated to the Board.

Item 6: Steering Group (SG) update (PAPER 3_02-09-25) Thomas Mendrina (Chair, TCF Steering Group) presented a comprehensive summary of the key work streams of the 3 TCF working groups.

The Chair thanked the Chair of the TCF Steering Group for a good "walk through".

Item 7: Reserved Business

Item 8: Reserved Business

Item 9: TCF Compliance

a) Presentation of the RFP for auditing TCF Compliance in mobile applications - Ninon Vagner, Director Privacy & Compliance, IAB Europe (Managing Organisation) gave an overview of the RFP. The Board asked the MO to clarify if the tool they were hoping to develop would function in a similar way to the tool employed for auditing web sites but acknowledged that due to the complexity of auditing app environments the full automation of the process may not be achievable.

   The MO also presented a second RFP that it was working on that would enable further automation of the enforcement procedure and enable greater scale. The Chair of the Steering Group suggested that the MO consider incorporating AI into the solution in some capacity.

b) Update on the enforcement of Procedure 3 to include vendors who fail to adequately complete their compliance form - Giuseppe Pappalardo, Legal & Compliance Officer IAB Europe, (Managing Organisation) reported on progress of implementing this procedure, which the Board had approved. The Board was asked to note the positive impact of the procedure on the number of correctly completed compliance forms, which over the short time of implementation had increased from 67% to 75%.

AOB

One item of other business was raised by the Chair

Date of Q4 meeting: It was acknowledged that the Q4 meeting was due to be an "in-person" meeting but would only be convened as such if 50% plus Board Members indicated they could attend "in-person".

Close

The Chair thanked all Board members for their contribution and valuable discussion

The meeting closed at 15:45 CET