Meeting: TCF Governance Board, Q4 Meeting

Date and Time: Wednesday, 3rd December 2025, 14:00 – 16:00 (CET)

Venue: Virtually

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

Romain Gauthier (Didomi)	Benoit Oberle (Sirdata)
Achim Schlosser (Bertelsmann/RTL Group)	Ben Humphry (Huawei)
Gareth Burkhill-Howarth (WPP)	Robert Blanck (Axel Springer)
Thomas Peruzzi (Virtual Minds)	Jaakko Kuivalainen (Sanoma)

Apologies:
Elena Turtureanu (Adform)
Markus Rhul (Publicis Groupe)
Colin O'Malley (Integral Ad Science)

Townsend Feehan (CEO of IAB Europe, MO)

Board Observer:
Conor Murray (egta)
Phillip Hagen (BVDW)
Leigh Freund (NAI)
Joe Jackson (IAB UK)
Rowena Lamb (IAB Tech Lab)

In attendance:
Ninon Vagner (Legal Director, IAB Europe, Managing Organisation)
Giuseppe Pappalardo (Legal & Compliance Officer, IAB Europe, Managing Organisation)
Gosia Kowalska (Legal & Compliance Manager, IAB Europe, Managing Organisation)
Hasan Siddaq (Senior Manager, Administration & Compliance, IAB Europe, Managing Organisation)
Lucio Gagliardi (Digital Advertising Product Manager, IAB Europe Managing Organisation)

Thomas Mendrina (Chair, TCF Steering Group)
Anne Goodman – Secretariat (IAB Europe, Managing Organisation)

Chair
The Secretariat declared the meeting quorate.
The Chair opened the meeting welcoming the Board members and Board Observers thanking those who had attended in person.

Action Items from the Q3 meeting: status: Secretariat TCF Governance Board

There were 5 action items recorded at the Q3 Board meeting, 2025

Item	Action	Status
Update to the TCF Steering Group & Working groups Vademecum	Publication on the IAB Europe website following presentation to TCF Steering Group	Completed
Market Court Outcomes	MO to provide a summary of possible outcomes and circulate to Board Members	Completed and shared with Board Members and the TCF SG meeting in September
Proposal to update the TCF Vendor & CMP Fees	MO was asked to update the proposal to include a third CMP tier that included publishers who used a commercial CMP but wished to have an ID associated with the CMP	Completed (Paper 7 updated and circulated to Board with the Q4 papers)
TCF Governance Board role in the oversight of TCF budget and costs	The Board asked that the IAB Europe Board provide clarity	In progress pending Chair presentation to the IAB Europe Q4 meeting 11 December
TCF Workshop detail on format and content	Board asked that the MO provide further detail and broaden the invitation to include contribution from ecosystem stakeholders who were not TCF participants	Completed

Item 3: Reserved Business

Post the review of Item 3 the TCF Governance Board Secretariat advised that
"Gemini note taking" was set to record.

Item 4: MO update PAPER 2_28-11-25 – following apologies from the CEO of IAB
Europe (MO), members of the MO provided an update on the following items raised
in the MO update:

- TCF registration and renewals as of November 20, highlighting continued growth in numbers of both Vendors and CMPs particularly from new vendor registrations
- TCF Vendor and CMP compliance covering enforcement of compliance of the TCF vendor registration requirements and TCF CMP audit of compliance of CMP installations. Both showed responsive rectification of the issues following the enactment of enforcement procedures
- Update on the monitoring and management of the transition to TCF v2.3. It had been identified that inconsistency in the presentation in the TC String of the order of the sections by some CMPs had caused issues - the MO advised that a notification to the community will clarify the ordering of the segments in the TC String, together with impacts on main actors involved. The MO also confirmed that the concurrent timeline for vendors and CMPs had been reviewed by the FSWG and following consultation with the community will remain as communicated. The MO will continue monitoring.

With reference to the update on TCF registrations the Board asked if the registration renewals compared to 2024, which the MO confirmed. The MO also confirmed that in the instances of vendors not renewing the principal reason was industry consolidation.

The Board asked when the 2025 TCF Compliance report would be available. The MO confirmed that this would be available in March 2026.

The Board also raised that with reference to the transition to TCF v2.3 if there was an opportunity to communicate the transition to the broader community beyond the TCF stakeholders. The MO confirmed that communications were sent to registered TCF vendors and CMPs but that it would look at the opportunity to provide broader communication, for example a "blog" that described the technical changes that was TCF v2.3.

ACTION: MO to deliver a blog communication to the broader community.

The Chair thanked the MO team for the updates.

Item 5: Steering Group (SG) update (PAPER 3_28-11-25) Thomas Mendrina (Chair, TCF Steering Group). In the first instance the Chair of the TCF Steering Group advised the Board that following the completion of their 2-year term in June 2026 they would not be standing for re-election.

The Chair then went on to present a comprehensive summary of the key work streams of the 3 TCF working groups.

The board asked when the Policies sub-working group would resume meeting. The MO advised that meetings of the sub-working group had been pending the outcome of the TCF Workshop and would resume in 2026.

The Chair thanked the Chair of the TCF Steering Group for the updates

Item 6: Reserved Business

Item 7: TCF Compliance

     a) <u>Presentation of the selection process for a contractor to develop the proposal for auditing TCF Compliance in mobile (in-app) applications</u> – Lucio Gagliardi, Digital Advertising Product Manager, IAB Europe, (Managing Organisation). The Board was informed that the MO had made the decision to work with two companies (Zulu5 & Webclew) on a pre-project research phase. This would enable the evaluation of the feasibility and appropriateness of their respective methodologies for informing the final decision.

     b) <u>Presentation of the proposal to update the *Enforcement Procedure 2* in the TCF Controls Catalogue for mobile (in-app) applications</u> - Lucio, Digital Advertising Product Manager, IAB Europe, (Managing Organisation). The proposal suggested that following the identification of issues CMPs and vendors would be given 10 days to make the necessary updates and then publishers of the app a further 30 days to integrate the changes and publish the updated app. In the web environment vendors have 20 days and CMPs 10 days.

     c) <u>Update on the RFP for automating management of compliance procedures</u> - Ninon Vagner, Legal Director, IAB Europe (Managing Organisation). The RFP is being finalised to select a contractor for updating the MO's admin portal to encompass compliance workflows in addition to registration and renewals workflows. The RFP will be launched in January 2026.

With reference to the selection process for auditing of in-app environments the Board asked for more detail on the differing approaches of the 2 companies. The MO confirmed that Zulu5, who are the incumbent for the web-based environment, will provide an update about the approach they are proposing in late January 2026. Whereas Webclew, which already operates a platform to monitor data collection and audit compliance with ePrivacy and GDPR are most likely to rely on and upgrade their current platform to grant additional checks for TCF.

Reflecting on the proposal to update the Enforcement Procedure 2 the Board asked why it was proposed that vendors working in the in-app environment would be given less time to remedy issues than vendors working in the web environment. The Board questioned if there was evidence to support the logic that vendors in-app required less time than in web environments.

The Board also questioned if the RFP for automating the management of compliance procedures would look to the inclusion of AI in the solution. The MO confirmed that this was the case and was also looking at the possible automation of some responses to common questions raised by the community, via a chatbot.

ACTION: Secretariat to advise FSWG of the concerns raised by the Board reference the timeline for in-app enforcement.

<u>AOB</u>
One item of other business was raised by the Chair

Date of Q1 meeting 2026: it was agreed that the TCF Governance Q1 meeting would be scheduled in the 1st or 2nd week of March.

<u>Close</u>
The Chair thanked all Board members for their contribution and valuable discussion

<u>The meeting closed at 16:00 CET</u>