

Meeting: TCF Governance Board, Q1 Meeting

Date and Time: Wednesday 4th March 2026 14:00 – 15:45 (CET)

Venue: Virtually

Present:

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

Achim Schlosser (Bertelsmann/RTL Group) Ben Humphry (Huawei)
Gareth Burkhill-Howarth (WPP) Jaakko Kuivalainen (Sanoma)
Markus Rhul (Publicis Groupe)

Apologies:

Elena Turtureanu (Adform)
Romain Gauthier (Didomi)
Colin O'Malley (Integral Ad Science)
Robert Blanck (Axel Springer)
Benoit Oberle (Sirdata)

Board Observer:

Joe Jackson (IAB UK)

In attendance:

Townsend Feehan (CEO of IAB Europe, Managing Organisation)
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 Siddaq (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)

Apologies: Thomas Mendrina (Chair, TCF Steering Group)

Chair

The Secretariat advised that the meeting was not quorate.

The Chair opened the meeting. The Board was advised that Thomas Peruzzi had stood down from the Board following his pending departure from Virtual Minds. Given the Q1 meeting was the penultimate meeting of the Board before the completion of its 2-year term, the Chair proposed that election of a replacement for Thomas be held over to full term elections. The board members agreed to this proposal.

Action Items from the Q4 meeting: status: Secretariat TCF Governance Board

There were 4 action items recorded at the Q4 Board meeting, 2025

Item	Action	Status
<i>Roll-out of TCF v2.3</i>	The Board asked that the MO consider broader communications beyond the registered TCF community	Completed – blog published here
<i>Item 2</i>	<i>Reserved Business</i>	
<i>Proposal to update enforcement procedure 2 to accommodate in-app environments</i>	Board asked the MO to re-visit why vendors in-app had a shorter enforcement timeline (10 days) then vendors in web environments (20 days)	Completed - MO confirmed vendors timeline consistent with CMPs and the addition of 30 days for the publisher of the affected app
<i>Item 4</i>	<i>Reserved Business</i>	

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 28-11-25 – Ninon Vagner, Legal Director, IAB Europe (Managing Organisation) supported by members of her team presented the MO report.

TCF Registrations

In the first instance update was given on the TCF registration and renewals as of February 25, highlighting continued growth in numbers of both Vendors and CMPs particularly from new vendor registrations with 25 new vendor registrations recorded to date in 2026. Renewal rates remain strong for vendors at 96% and for CMPs 82% (as of end of January)

The Board suggested that the CMP renewal seemed unusually low, which the MO agreed but highlighted that for February the renewal rate was trending higher.

Compliance tracking

The MO also gave an update on compliance tracking highlighting that to date 390 vendor compliance questioners have been checked and 84% have provided sufficient information. Of those vendors that did not 7 have been suspended for failing to make the appropriate corrections.

The board welcomed these compliance checks and enforcements but suggested that the board would find it easier to provide appropriate commentary and oversight if comparative data was provided that tracked changes over time giving the board greater clarity on trends. The MO agreed that going forward they would provide comparative data. The MO also updated the board that they had recently built 2 scanning tools to increase the opportunity to analyse more websites for TCF CMP installations and vendor presence, supporting the team efforts to broaden the number of relevant properties for compliance and enforcement management tracking. The board welcomed this increased coverage, alongside the leveraging of improved technology to achieve this. The MO also noted that these tools enabled the MO to scan vendors and CMPs who had a smaller market footprint and therefore provide a greater opportunity to penetrate the market more equitably.

Selection of vendor for in-app compliance auditing

The MO gave an update on the process for the selection of a contractor to develop the proposal for auditing TCF Compliance in mobile (in-app) applications. The Board were informed that the MO had made the decision to work with WebClew on a prototyping research phase to enable the evaluation of the feasibility and appropriateness of the methodology. This is expected to last 3-4 weeks, starting mid-March. The goal will be to build an MVP and enable the assessment of which scanning options are most appropriate. The MO acknowledged the complexity of the project alongside its importance, particularly as it had recently been raised by the community ([link to reference here](#)) that there is currently no auditing of TCF compliance in the in-app environment.

The Board asked if metrics had been established against which the engagement of the vendor could be judged successful or not. The Board was advised that they had the opportunity to review RFPs and the MO welcomed the Boards oversight in this area, particularly providing comments on an RFP before it was published. It was further recorded that the MO would provide an update on objectives achieved as and when the project evolved.

RFP for automation of compliance procedures

The Board were advised at the Q4 meeting that an RFP was 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 is now ready to be published with a likely response deadline of mid- to end of April. The Board were asked to review the RFP post the meeting prior to publication.

ACTION: MO to provide quarterly tracking data when presenting compliance and enforcement update to the Board

ACTION: MO to circulate to the Board, post the meeting, a link to the RFP for the automation of compliance procedures for the Board to comment.

Item 5: Steering Group (SG) update (PAPER 3 28-11-25) Thomas Mendrina (Chair, TCF Steering Group) sent his apologies the Board was therefore asked to note the report and if they had any questions. As there were no questions the Board moved onto the next item

Item 6: Reserved Business:

Item 7: TCF Compliance 2025 Report (Paper 4_25-02-26) - Giuseppe Pappalardo (Legal & Compliance Officer, IAB Europe, Managing Organisation). Like 2024, the objective of the TCF Compliance 2025 report was to support the recognition of the TCF as a self-regulatory standard. Key data points were highlighted and the number of enforcement procedures were called out, which have doubled.

The Board questioned if the report provided clarity on the trends in the data year-on-year, particularly asking what “high-level” messages the report was hoping to communicate? For examples is compliance amongst participants showing an improvement, are new issues with enforcement and compliance surfacing, are the problems being surfaced becoming harder to solve. The board asked the MO to consider re-visiting the narrative of the report to ensure that the messaging gave comprehensive explanation and background to the numbers captured in the report. Particularly where numbers displayed a significant increase.

In addition to the comments raised at the meeting and recorded here the Board was asked to review report and advise if any additional changes or updates necessary before the report was published on the IAB Europe website

ACTION: Secretariat to circulate the report to the board members post the meeting.

ACTION: MO to re-visit the narrative of the report

AOB

There were 2 items of other business raised by the Chair

Date of Q2 meeting 2026: it was agreed that TCF Governance Q2 meeting would be scheduled in May. It was noted that the Q2 meeting is in-person and usually coincided with IAB Interact. This year IAB Interact is scheduled 21 – 22 May in Istanbul. To ensure the TCF Governance Board meeting was held before the IAB Europe Board meeting, it was agreed to schedule a date earlier in May. The European holiday of 18 May was noted. Once the date was agreed it could be determined which board members could attend in person, with the most likely location being either Brussels or an office hosted by one of the board members.

ACTION: Secretariat to send out an online poll to determine a date

Board elections – board turnover: it was highlighted that the current Boards 2-year term ends post the Q2 meeting. Nominations from the TCF Steering Group constitute Board Elections. It was noted that 5 of the 13 board members would be eligible for re-election under the TCF Governance Board Vademecum.

Close

The Chair brought the meeting to a close thanking all Board members for their contribution and valuable discussion

The meeting closed at 15:45 CET