

Meeting: TCF Governance Board, Q2 Meeting

Date and Time: Monday 11th May 2026 15:00 – 17:00 (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 Ruhl (Publicis Groupe)	Elena Turtureanu (Adform)
Romain Gauthier (Didomi)	Robert Blanck (Axel Springer)
Benoit Oberle (Sirdata)	

Apologies:

Colin O'Malley (Integral Ad Science)

Board Observers:

Conor Murray (egta)
Phillip Hagen (BVDW)
Leigh Freund (NAI)
Sonia Corroero (IAB Canada)
Monika Magyar (EACA)

In attendance:

Townsend Feehan (CEO of IAB Europe, Managing Organisation)
Ninon Vagner (Legal 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)
Thomas Mendrina (Chair, TCF Steering Group)

Anne Goodman – Secretariat (IAB Europe, Managing Organisation)

Chair

The Secretariat advised the meeting was quorate and that “Gemini note taking” was set to record.

The Chair welcomed the board members and introduced the first item on the agenda.

Action Items from the Q1 meeting: status: Secretariat TCF Governance Board

There were 3 action items recorded at the Q1 Board meeting, 2026

Item	Action	Status
<i>Compliance and enforcement updates and tracking</i>	The Board asked the MO to provide quarterly tracking data when presenting compliance and enforcement updates	Ongoing
<i>MO update RFP for automation of compliance procedures</i>	MO agreed to circulate a link to the RFP for Board comment	Completed: the MO thanked the Board for their comments
<u><i>Reserved Business:</i></u>		

Item 3: Reserved Business:

Item 4: Consideration of the Board election process for term 2026-28 –

Secretariat TCF Governance Board. The Board were reminded that TCF Steering Group membership is a prerequisite for board member nomination and that IAB Europe membership is a prerequisite for TCF Steering Group membership. The Board comprises 15 members, 5 from each TCF Steering Group voting bucket. The Steering Group has 52 member organisations. Of the 3 voting buckets, 2 have reasonable representation but the third *Advertisers and/or their media buying agents* representation is 6 Steering Group members. The secretariat highlighted that it was important that the 4 members of the current board in this voting bucket put forward nominations from their respective organisations. The board members noted their support and asked if they could put forward nominations before the June 8 call for nominations (described in the timeline presented). The Secretariat advised that they could. The secretariat also highlighted two members of this voting bucket that are not currently on the Board (Criteo and Rakuten): they were being approached to put forward a nomination. The MO asked the board members to help with these approaches.

The board had no further questions.

Item 5: Reserved Business:

Item 6: 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 an update was given on the TCF registration and renewals highlighting that the number of operational Vendors had reached the milestone of 1,000. The renewal rate for vendors is currently 91%. There remains evidence of consolidation of vendors but there has been a significant increase in new vendors joining (55 to date). There are 184 certified CMPs with a renewal rate of 90%. 5 CMPs have joined in 2026. The Board asked if trend tracking could be included, in line with the request recorded at the Q1 board meeting for compliance trend tracking. The MO noted and agreed to this suggestion.

Compliance tracking

The MO advised the Board that a reminder had been sent to the community of the deadline May 31 to update their *Device Storage Duration & Access Disclosure JSON file* in line with the notification sent [December 18 2025](#). Following this deadline compliance monitoring will include this update.

The MO continues to review the submission of Vendor compliance questionnaires and to-date has reviewed 429, meeting its target of 15/month. 84% have provided the compliant information and 6 vendors remain suspended following request to correct their information. 90 CMPs have to-date been audited and 6 new CMPs have been validated in 2026.

Update on the development of the in-app compliance auditing tool

Following the selection of WebClew (Board updated at the Q1 meeting) a prototyping research phase has been completed, which evaluated the feasibility and appropriateness of the methodology. Work has now commenced on a MVP enabling the assessment of which scanning options are most appropriate. The MO advised that they would proceed with Corellium (Virtual hardware) but had identified two fallback opportunities: Browserstack (Physical cloud device) and Owned devices (Physical handheld). It was hoped that a fully developed version would be operational by the first 2 weeks of September.

The Board asked what the projected volume of apps would be audited. The MO advised that the target was 100 apps/year but cautioned that there were potentially obstacles that would need to be navigated to enable automation at scale, but the investment of a 3-year contract with WebClew would support learning and opportunity to scale.

The MO confirmed that the solution under development was custom built for the MO. The MO also confirmed that the compliance procedure accommodated an extension to 30 days (*Enforcement Procedure 2*) for publisher enforcement for in-app environments, which the Board had approved at the Q4, 2025 meeting of the Board. The MO advised the Board that publication of the update to the compliance procedure and the accompanying update to *Controls Catalogue* was outstanding pending the finalisation of the technical solution for auditing.

RFP for automation of compliance procedures

The Board were advised at the Q4 meeting that an RFP to select a contractor for updating the MO's admin portal to encompass compliance workflows in addition to registration and renewals workflows had yielded 4 proposals. The Board would be

advised on the selection of a contractor following the evaluation of the proposals by the MO. The goal was to commence development in the second half of the year. The Board asked what type of businesses responded to the RFP. The MO confirmed that they principally specialised in building custom CRM solutions.

Reserved Business: *Introduction of differentiated pricing for TCF Vendor & CMP registration*

Item 7: Steering Group (SG) update (PAPER 3 28-11-25) - Thomas Mendrina (Chair, TCF Steering Group) gave an update on the various TCF Working Groups items that had been discussed since the Q1 Governance Board meeting, described in *TCF Steering Group update paper 3*. The Chair advised the Board that this would be their last update to the TCF Governance Board having completed three 2-year terms which would necessitate the election of a new Chair post the TCF Steering Group meeting in May.

The TCF Governance Board Chair thanked Thomas for his support and leadership of the TCF Steering Group over the past 6 years, highlighting the high standard set for incoming Chairs.

Item 8: Reserved Business:

AOB

There were 3 items of other business raised by the Chair:

Reserved Business: Read out from the TCF Governance Board at the IAB Europe Board Q2 Meeting May 12

Acknowledgement of Outgoing Board Members: The Chair warmly thanked the outgoing board members, particularly calling out Markus Ruhl, Ben Humphrey, Benoit Oberle, Colin O'Malley, Robert Blanck, Romain Gauthier, and Jaakko Kuivalainen, who have each served the maximum three terms, for their important contributions to the Board's work. The CEO of IAB Europe (MO) echoed the thanks and expressed the team's appreciation for the Board's growing confidence and capacity to advise and challenge the MO and the IAB Europe Board on an increasingly broad set of TCF-related topics.

Q3 Board Meeting: it was agreed that this would be scheduled in September.

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