Meeting: TCF Governance Board, Q3 Meeting

Date and Time: Thursday 17th September 2026 13:45 – 15:45 (CET)

Venue: Virtual

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

Gareth Burkhill-Howarth (WPP)
Sarah Wass (Publicis Groupe)
Thomas Adhumeau (Didomi)
Julia Kühne (Axel Springer)
Sam Nicholson (Samsung)
Matthias Matthiesen (TripleLift)
Elena Turtureanu (Adform)
Simon Bennett (Amazon Ads)
Tuukka Antikainen (Sanoma)

Apologies:
Achim Schlosser (Bertelsmann/RTL Group)
Naïma Conton (Sirdata)
Laurent Teyssandier (Criteo)

Board Observers:
Conor Murray (egta)
Phillip Hagen (BVDW)
Sonia Carreno (IAB Canada)
Tom Peruzzi (IAB Austria)
José Guimarães (EMMA-ENPA)
Vanessa de Palma (EMMA-ENPA)

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 Siddaq (Senior Manager, Administration & Compliance, IAB Europe, Managing Organisation)
Lucio Gagliardi (Digital Advertising Product Manager, IAB Europe Managing Organisation)
Markus Ruhl (Chair, TCF Steering Group)

Anne Goodman – Secretariat (IAB Europe, Managing Organisation)

Chair

The Chair welcomed the new board members and observers for the TCF Governance Board term 2026 – 28, introducing the new observers from IAB Austria and SPIR and the European industry Association EMMA-ENPA.

The Secretariat advised the meeting was not quorate in the industry category *Advertisers and/or their Media Agents* and that "Gemini note taking" was set to record.

Item 3: action items from the Q2 meeting: status: Secretariat TCF Governance Board - 3 action items were recorded at the Q2 Board meeting, 2026 all related to reserved business

Item 4: Reserved Business

Item 5: TCF Work Plan 2026 update - Ninon Vagner (Legal Director IAB Europe, Managing Organisation). The MO presented an update on the status of 2026 "areas of focus". It was noted that the action items listed within most focus areas were complete, with two outstanding items relating to compliance which were referenced in the MO update below. The outline draft work plan for 2027 was also presented following the same 3 pillars of work streams as in 2026. It was noted that the Board agreed with the outline plan for 2027.

There were no questions from the Board.

Item 6: MO update (paper 3_10-09-26) – 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. The renewal rate for vendors is currently 94% *(Q2 meeting reported 91%)*. There remains evidence of consolidation of vendors but there has been a significant increase in new vendors joining (55 to date). There are 190 certified CMPs with a renewal rate of 92% *(Q2 meeting reported 90%)*. 20 new CMPs have registered thus far in 2026. The board asked if there were any patterns in the vendor registrations. The MO responded that they were seeing registrations from a broad range of vendors including measurement solutions, direct marketing and vendors with a reference to AI in their company name. The Board asked if most of the new CMPs registering were commercial or private. The MO confirmed that the majority were commercial, with AI making it slightly easier for individual publishers to create their own CMPs.

ACTION: the Board asked the MO to provide an analysis of the vendor registrations for the Q4 meeting of the Board.

Compliance tracking

The MO continues to review the submission of Vendor compliance questionnaires and to-date has reviewed 494, continuing to meet its target of 15/month. 83% have provided the compliant information and 5 vendors remain suspended following requests to correct their information. 103 CMPs have to-date been audited and 16 new CMPs have been validated since March 2026. Following a Board question the MO clarified that the auditing of CMPs was a random process and not necessarily focused on new CMPs.

The MO also presented a series of bar charts detailing the monthly compliance and enforcement statistics. The documenting of these trends was a request of the Board. The Board expressed appreciation for the effort to present the information in a more visual way, and the effective capturing of macro-level trends, but encouraged the team to continue to refine the charts to facilitate understanding of some of the detail. In conclusion the Board agreed that the charts helped support the Board's strategic oversight of the compliance data. The Board asked to include a separate analysis for new CMPs.

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. The MO received a mid-project update in August and the beta version is scheduled for delivery early October. In response to the Board question on auditing timeline the MO advised the use of the new tool in enforcement procedures will be progressive to ensure accuracy of the audit results.

RFP for automation of compliance procedures
The MO advised that the supplier responsible for the long-term management of the TCF registration site (iRIX Engineering) had been selected in response to the RFP that described the updating of the MO's admin portal to encompass compliance workflows in addition to registration and renewals workflows. The MO confirmed that deployment was targeted for Q1 2027. An update was also given on the hiring of 2 additional part-time engineering students to support live auditing and workflow automation, including opportunity to explore increased AI integration (start date 1 October).

Item 7: Steering Group (SG) update (Paper 4 10-09-26) – Markus Ruhl (Chair, TCF Steering Group) gave an update on the various TCF Working Groups items that had been discussed since the Q2 Governance Board meeting, described in *TCF Steering Group update paper 4*. In the first instance the Chair advised the Board that a new voting member had joined the TCF Steering Group MarkApp media in the voting "bucket" *Intermediary and technology companies*. The Chair highlighted key items from each of the three working groups, noting that despite the summer break the groups had continued to be active. Finally, the Chair asked the Board to support nomination for the role of Vice Chair of the TCF FSWG which remains open *(FYI: post the Board meeting the TCF FSWG received a nomination)*.

Item 8: Reserved Business

AOB
There was 1 item of other business raised by the Chair:

Q4 Board Meeting**:** it was agreed that this would be scheduled toward the end of November beginning of December and that it would be in person and in Brussels, in advance of the IAB Europe Q4 meeting. All board members were encouraged to attend in-person and asked to advise the Secretariat if there were any dates that they would not be available

Close

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

The meeting closed just after 15:45 CET