

TCF Implementation guidelines for Advertisers

The TCF is a cross-industry voluntary standard that is intended to enable publishers of websites and apps (first parties) to establish legal bases for their technology partners that support the delivery, personalisation or measurement of both advertising and content (third parties or vendors).

Although TCF is often seen as a relevant standard for publishers that sell ads on their digital properties, it can also be used by advertisers on their own and operated digital properties.

Indeed, advertisers interoperate with a number of technology partners, notably to measure their audience or the performance of their ad campaigns, to leverage their first-party data assets to launch better targeted campaigns for their products and services, or to personalise their content.

This document provides good practices that can help advertisers in successfully implementing TCF by configuring the Consent Management Platform (CMP) deployed on their own websites and apps..

1) Selection of the TCF Purposes to be displayed in the CMP

The TCF purposes taxonomy contains 11 different purposes that cover data processing activities commonly pursued in the digital ecosystem.

Advertisers are free to choose the Purposes to be presented in their CMP, and can notably exclude Purposes relating to the delivery of advertisements if they are not relevant - such as Purpose 2 (Use limited data to select advertising), or Purpose 4 (Use profiles to select personalised advertising)..

For example, an advertiser may choose the following purposes:

- Purpose 1 (Store and/or access information on a device, this Purpose is not a Purpose for personal data processing in itself, unlike all other Purposes the TCF covers, it corresponds to the obligation of Article 5(3) of the ePrivacy Directive),
- Purpose 3 (Create profiles for personalised advertising)
- Purpose 5 (Create profiles to personalise content)
- Purpose 6 (Use profiles to select personalised content)
- Purpose 7 (Measure advertising performance),
- Purpose 8 (Measure content performance),

- Special Purposes 1 (Ensure security, prevent and detect fraud, and fix errors) or
- Special Purpose 3 (Save and communicate privacy choices).

Additionally, in order to provide users with a simplified experience, several “stacks” have been created to be used to substitute or supplement the more granular descriptions of Purposes in the first layer of the CMP (see Stacks 11-22 and 43) .

Example of a Stack Combination for Advertisers

Purpose 1: Store and/or access information on a device

Special Feature 1: Use precise geolocation data

Stack 19: Advertising measurement and audience research

Purpose 7: Measure advertising performance

Purpose 9: Understand audiences through statistics or combinations of data from different sources

Purpose 10: Develop and improve services

2) Selection of the TCF Vendors to be displayed in the CMP

Advertisers can select only vendors they work with to be displayed in the CMP (e.g. analytics providers, Data Management Platforms, etc.). A curated selection reduces unnecessary exposure of third parties in the CMP UI, simplifies privacy choices for end-users and ensures that an advertiser establishes legal bases only for vendors that are susceptible to collect and process data on their websites and/or apps.

Moreover, vendors registering to the TCF are required to provide additional information that is not intended for user disclosures but can be used by advertisers for determining which vendors to display in their CMP.

The additional information cover the following detail:

- Full legal entity address;
- Business-to-business contact details;
- Territorial scope - the EU/EEA/EFTA/UK jurisdictions where the vendor operates in the context of its TCF registration. Note that this is different from the place of establishment;
- Environment – environment(s) where the vendor operates such as web, mobile apps, CTV apps ;
- Type of service – Vendor’s type of service(s) such as SSP, DSP, DMP;
- International transfer – indication if the vendor transfers data outside EU/EEA; when applicable, indication if the data transfers are covered by an EU adequacy decision.

This additional information is available [here](#) and can be used by advertisers to, for example, avoid requesting user’s consent for Vendors that operate in technical environments and

jurisdictions that are not relevant to their online services, as well as generally better understand each TCF Vendor's scope of operations and whether it transfers data outside of the EEA.

TCF also allows advertisers to restrict certain purposes for specific vendors. An advertiser can configure its CMP to specify custom requirements, such as allowing only consent to be used as a legal basis for a limited set of Vendors or for a given purpose, to align with its legal considerations and accurately reflect its business operations.

3) Recording users' privacy choices for first-party data processing

If the advertiser needs to establish legal bases for its own data processing purposes, it can leverage the "publisher TC segment" which is an optional segment in the TC String.

- This segment enables an advertiser to record legal bases for their own data processing purposes (including custom purposes that are not covered by the TCF purposes taxonomy). When a third-party is acting as the advertiser's data processor, the advertiser can instruct them to verify the signals communicated in this segment prior to storing and/or accessing information on users' devices or processing personal data.
- This segment also enables an advertiser to record legal bases for vendors that do not participate in the TCF.

The use of this optional segment is not governed by the TCF Policies.

For instance, if an advertiser wishes to seek users' consent for personalising marketing emails, users' consent or refusal of consent for such activity can be represented as custom purposes stored in the Publisher TC segment. This enables an explicit signal of the legal basis for those custom processing activities and consistent interpretation by first-party data processors where applicable.

4) Available support and guidance materials

[TCF v5.0 Policies \(Updated June 2024\)](#)

[TCF Terms & Conditions \(Updated April 2023\)](#)

[TCF Implementation Guidelines](#)

[Transparency and Consent \(TC\) String with Global Vendor List Format](#)

[List of registered TCF Vendors](#)

[FAQ on TCF v2.2 implementation \(Updated April 2025\)](#)

More helpful links can be found on our website in the tab ["TCF Supporting Resources"](#).