# WHAT IS THE TRANSPARENCY AND CONSENT FRAMEWORK?

The Transparency and Consent Framework (the Framework) is the global cross-industry effort to help publishers, technology vendors, agencies and advertisers meet the transparency and user choice requirements under the General Data Protection Regulation. It has been developed by IAB Europe in collaboration with organisations and professionals in the digital advertising industry.

The Framework has been created to offer flexibility to comply with the law, and provide a means of transmitting signals of consent from a user to third party vendors working with publishers. A registry of vendors has been created as part of the Framework and publishers can use the registry to view which of the vendors they work with are part of it. The Framework enables companies that collect and process data or access consumers' devices to collect and process data to continue to do so and comply with GDPR law.

## ❯ WHAT ARE THE BENEFITS FOR PUBLISHERS?

### The Framework intends to:

- Provide the flexibility to support different GDPR and ePrivacy compliance programs

- Enable publishers to request consent to process user data

- Enable publishers to provide users with transparency into the purposes and companies that they choose to work with (regardless of the legal basis on which they're relying)

- Allow publishers the control to display only the companies they choose to work with

- Pass information around transparency and choice to relevant companies

- Provide vendors that partner with a publisher with a way of processing user data by relying on a legal basis permitted under the GDPR

The Framework is relevant for publishers who not only make advertising inventory available directly but also programmatically, which often requires the use of personal data to deliver higher CPM tailored advertising.

The GDPR requires a legal basis for processing the personal data of EU residents. While the GDPR offers six possible legal bases, the two that digital publishers, advertisers and those that support them typically find most relevant include consent or legitimate interest.

Crucially, publishers must also provide transparency into the list of vendors or companies they decide to work with that may also process their visitor's personal data.

The Framework has been created to offer flexibility in terms of various paths towards complying with the law, and providing a standardised means of communicating signals to different parties in real time. By providing an open source Framework for obtaining consent and providing transparency, IAB Europe has created a way for publishers to address important GDPR compliance requirements.



The Framework provides the facility to declare which vendors a publisher is working with and the ability to ask for consent or provide transparency to the end user. Importantly, publishers may select only the vendors they want to display to the user, so there's no need to present a lengthy list of options. The new Framework also helps to protects publishers from instances where an approved partner or vendor passes on a consumer's data illegally.

## ❯ HOW DOES IT WORK?

The Framework consists of an open-source technical specification managed by the IAB Tech Lab, and a policy component managed by IAB Europe. It has been designed to standardise the collection and transmission of user choice and transparency related to data processing, so that the digital supply chain can continue to function in a way that aligns with GDPR requirements.

The Framework then makes this information available across the advertising supply chain. To facilitate adherence to the Framework policy, provide transparency into the ways companies intend to comply with the law, and centralise participants into one, well known location, a registry of vendors has been created as part of the Framework. Publishers can use this registry to view which of their partners are a part of the Framework, and determine which vendors to include in the transparency and consent user interfaces they decide to make available on their sites.

Background and supporting materials can be found at advertisingconsent.eu. Version 1.1 of the Framework is available and is actively implemented by publishers.