



# TRANSPARENCY & CONSENT FRAMEWORK V2.0

## FACT SHEET FOR PUBLISHERS

*The vision for TCF v2.0 is to provide enhanced transparency and choice to consumers and greater control to publishers.*

### **What is the IAB Europe Transparency and Consent Framework ?**

The Transparency and Consent Framework (TCF) was created to help all parties who display and manage digital advertising and develop targeted content comply with the European Union's General Data Protection Regulation (GDPR) and ePrivacy Directive (ePD) when processing personal data and/or accessing and/or storing information on a user's device.

Developed by IAB Europe in collaboration with organisations and professionals in the digital advertising and publishing industries, the first version of the TCF was launched on 25 April 2018. It provides a means of transmitting signals of consent from a user to vendors working with publishers using a Consent Management Platform (CMP). CMPs centralise and manage transparency for, and consent and objections of the end user.

### **What does the TCF provide for Publishers?**

The TCF is designed to help digital property operators, such as publishers and advertisers, work with technology providers (vendors) that provide data-driven services which support both their operations and commercial activities. It supports a diverse array of companies in the digital advertising supply chain in their compliance with data protection laws when accessing and/or storing information on a user's device or processing personal data.

Central to the design of the framework is the opportunity it gives digital property operators to communicate to their users what data is being collected, how a digital property and its vendors intend to use it, and which vendors intend to use it and how users can exercise complete control over this process.

Delivering the transparency and user choice requirements found in data protection laws of the European Union's General Data Protection Regulation (GDPR) is core to the operation of a digital property. The TCF was designed to support the digital advertising industry meet both the needs of the consumer at the same time as providing a commercially sustainable future for suppliers of the digital services that users wish to access.

Publishers following the TCF Policy specifically perform the following:

- Select and control vendors they want to work with;
- Provide users with transparency into the vendors selected by the publisher, and the purposes for which they process data;
- Request and obtain informed consent to process data, or establishing other legal bases to process data;
- Transparently pass information relating to user choices to the ecosystem;
- Either act as a CMP (in which case they would need to register as a CMP in the TCF) or utilise the services of a CMP registered with the TCF;
- Support the use of data for measuring campaign effectiveness and the use of contextual advertising that requires access to user devices.

### How does the TCF work?

The Framework consists of open-source technical specifications managed by the IAB Tech Lab, and policies managed by IAB Europe. It has been designed to standardise the provision of notice about personal data processing, and the transmission of signals about user choices and transparency related to data processing, so that the digital advertising supply chain can continue to function in a way that aligns with GDPR requirements.

The Framework thus facilitates providing transparency and obtaining consent, and makes this information available across the digital advertising supply chain. To enable CMPs to send valid signals, and technology providers to receive relevant signals under a common Framework of policy adherence, IAB Europe requires registration to a central registry: for vendors the Global Vendor List (GVL) and CMPs to an administration list. The GVL centralises participating vendors in one location, complete with identification number and information about the ways companies intend to comply with the law. Publishers can use the GVL 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.

### What is the TCF v2.0?

Successful management of technical frameworks requires continual consultation with its users and the broad base of stakeholders. For the TCF, that includes publishers, advertisers, media agencies, and technology providers. Over the past 12 months, stakeholder feedback has been sought, most notably from the publisher community, providing valuable feedback on how the framework can be improved and better serve the community. This has driven the creation and purpose of TCF v2.0. In addition, feedback from regulators on the TCF was sought and incorporated.

Launched on the 21st August 2019, TCF v2.0 has been developed to provide both users and publishers with greater transparency and control.

### What new benefits does the TCF v2.0 provide to publishers?

**Better informed users** - TCF v2.0 has been developed to provide both users and publishers with greater transparency and control. Under TCF v2.0, not only can the user give or withhold consent but they can also exercise their 'right to object' to data being processed on the basis of legitimate interests. It also enables greater transparency for the user, through more detailed descriptions of the purposes of data processing.

The publisher can also exercise increased restrictions on both the purposes and legal bases upon which a vendor can process data collected on their digital property enabling greater customisation of the vendor operation. In addition the vendor is able to process under legitimate interest if not restricted by the publisher or objected to by the user. These increased levels of transparency and control throughout the supply chain support a more streamlined and transparent user experience.

### How does registration to the TCF v2.0 work?

TCF v2.0 will operate in market alongside TCF v1.1 through to the close of Q1 2020. This will provide publisher websites and CMPs with an appropriate timeframe in which to adopt TCF v2.0.

Registration for the Global Vendor List (GVL) and CMP list is open for vendors and CMPs to apply for approval to operate in the IAB Europe Transparency and Consent Framework (TCF). Publishers do not need to register or pay to be a part of the TCF.

The registration process facilitates adherence to the TCF Policy and Terms & Conditions by both Vendors and CMPs to provide transparency into how companies intend to comply with GDPR requirements, centralised into one location. Publishers can view the GVL and CMP list to see if their CMP and Vendors are registered.

### Find out more

Please visit [www.iabeurope.eu/tcf](http://www.iabeurope.eu/tcf) or email [framework@iabeurope.eu](mailto:framework@iabeurope.eu)

