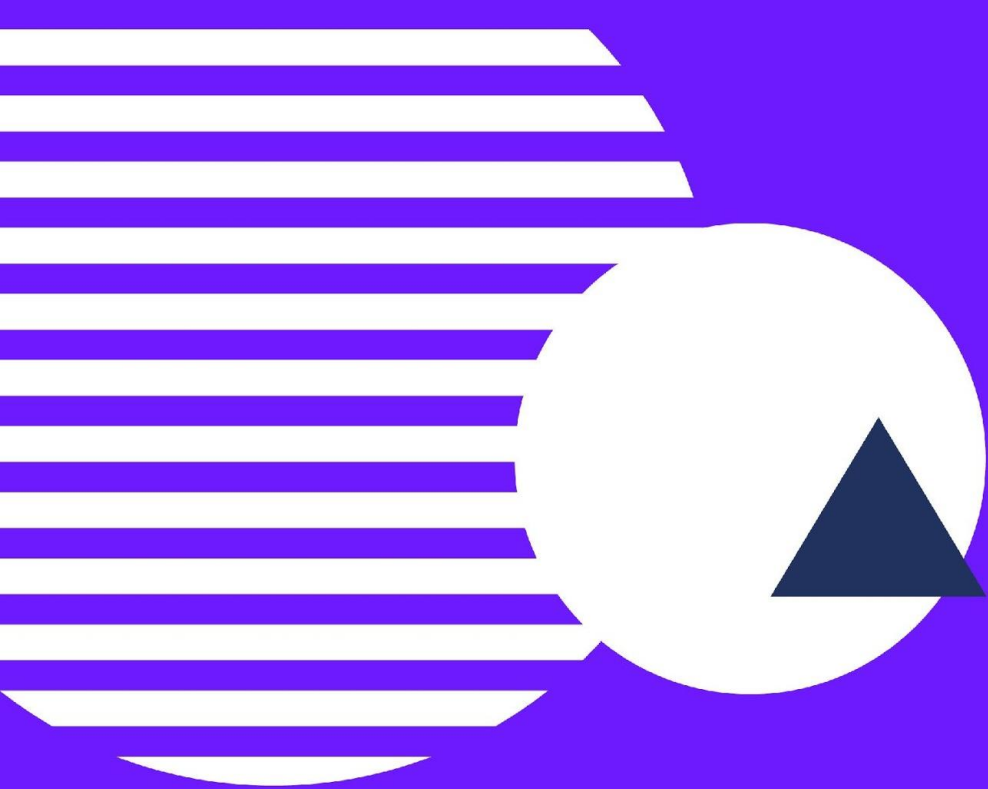


THE TRANSPARENCY & CONSENT FRAMEWORK (TCF) V2.0

FULL OVERVIEW FOR AGENCIES & ADVERTISERS

iab europe.eu



WELCOME

AGENDA

Speakers:

- Stevan Randjelovic, Brand Safety Manager, Group M
- Matthias Matthiesen, Senior Privacy Counsel, Quantcast
- Jennifer Derke, Director of Product, Programmatic/Automation at the IAB Tech Lab

Presentation: TCF v2.0 for owners of digital properties (40 min)

- The TCF Evolution
- TCF v2.0 Agencies & Advertisers' Focus
- TCF v2.0 Policies Overview
- TCF v2.0 Data Processing Purposes
- TCF v2.0 Technical specifications
- Registration to TCF v2.0

Q&A (30 min)



THE TCF EVOLUTION

A SHORT HISTORY ON THE TCF

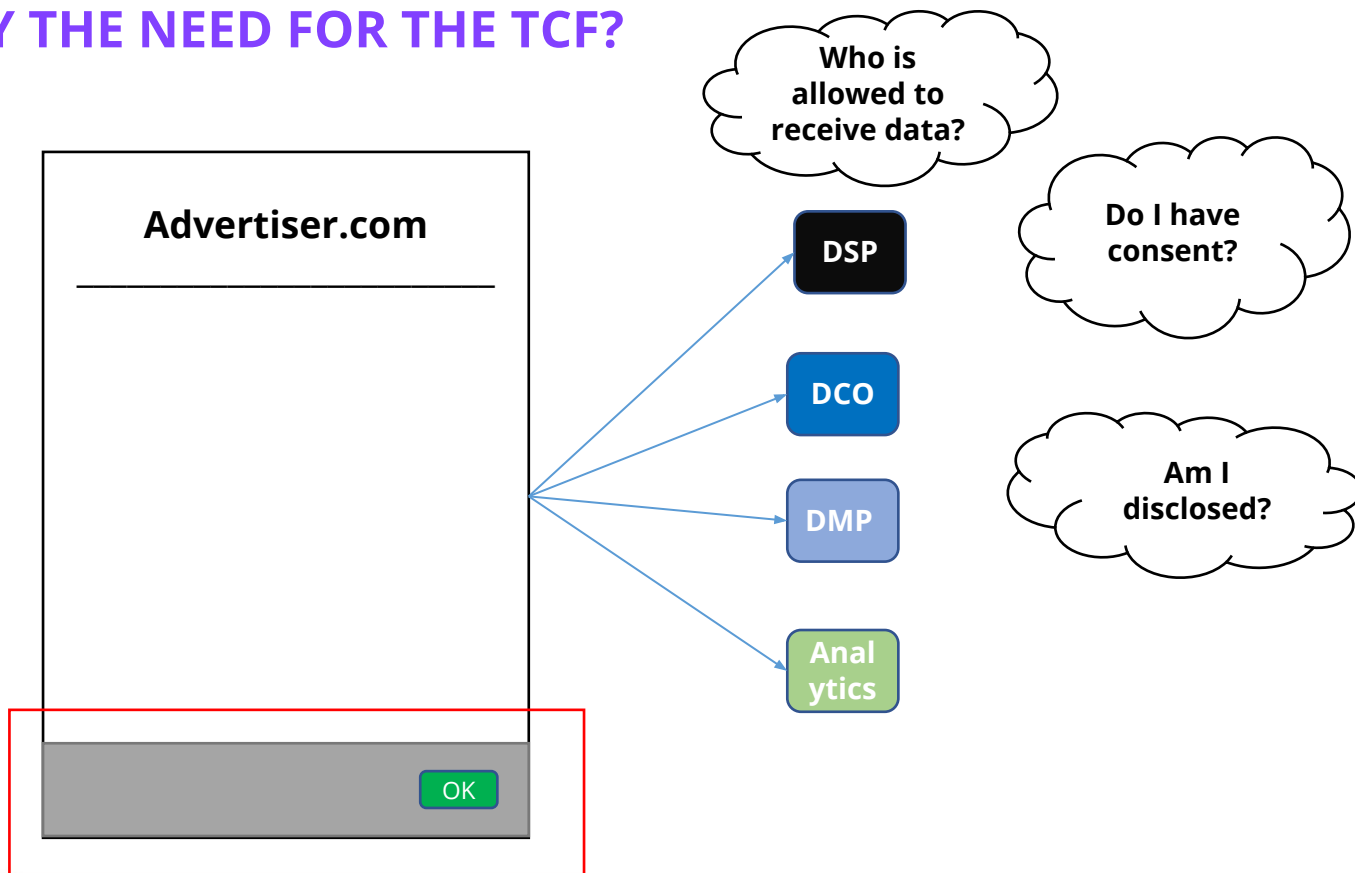
- WHY WAS THE TCF CREATED?
- WHO MANAGES THE TCF?



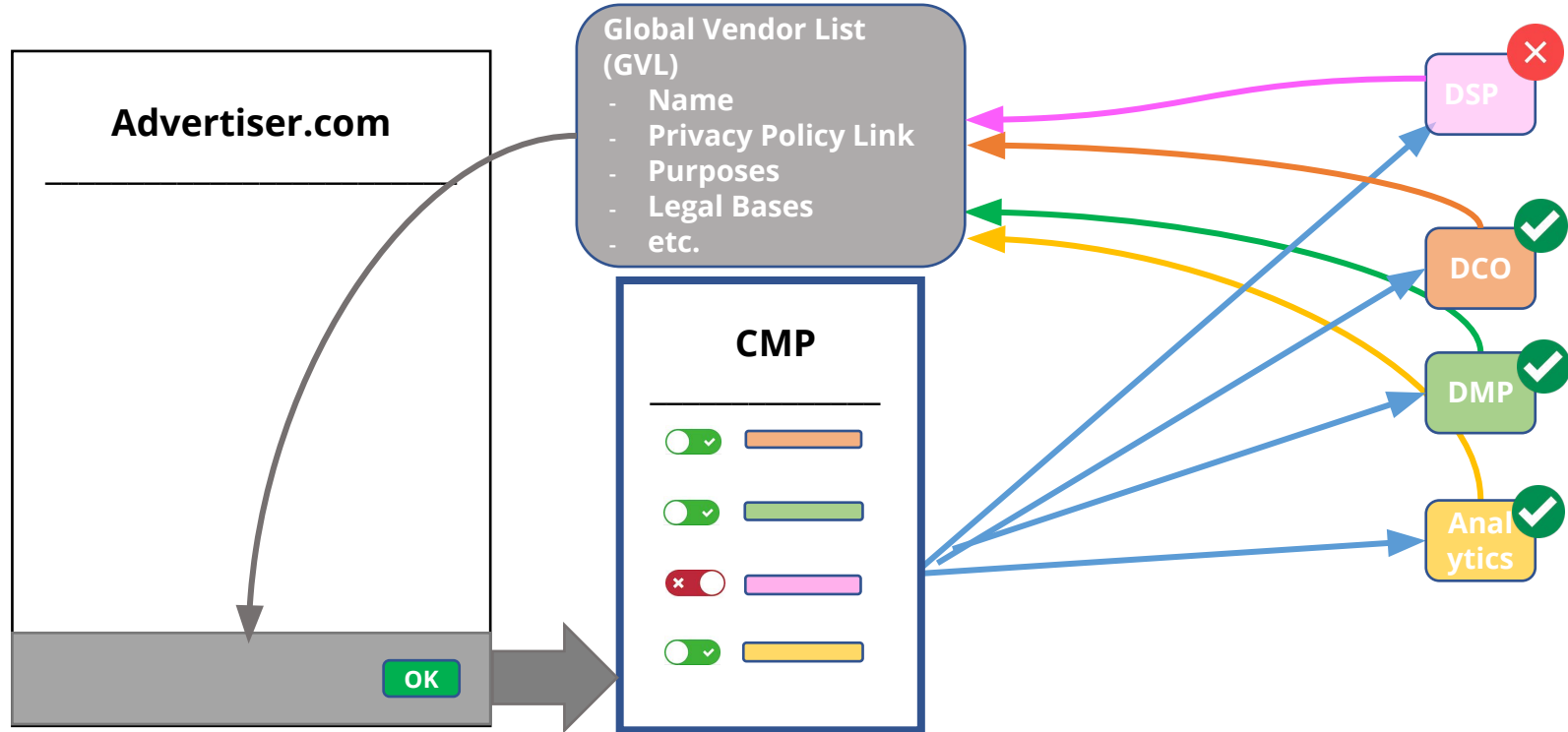
TRANSPARENCY, CONTROL, CHOICE & FLEXIBILITY

IAB Europe's Transparency
& Consent Framework

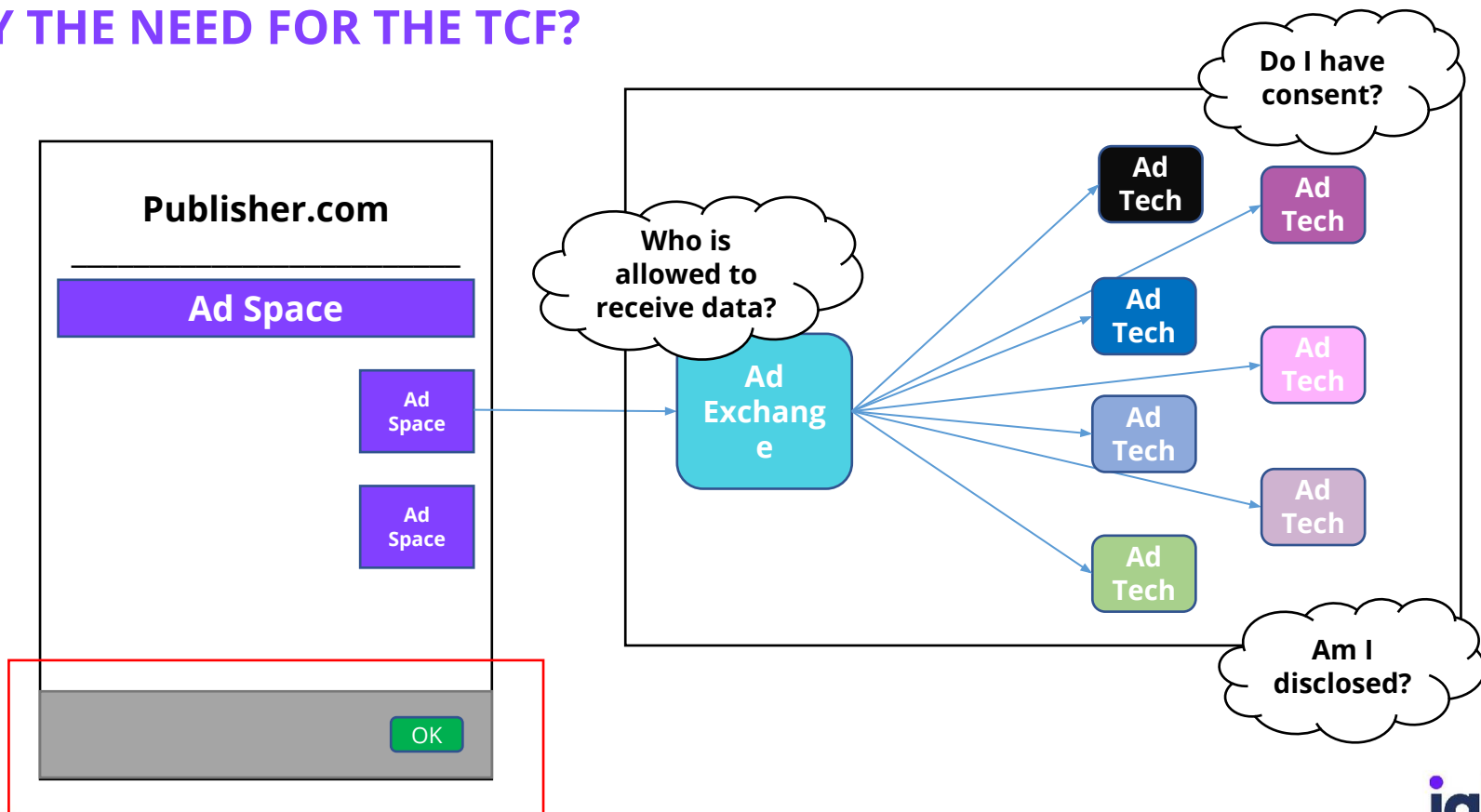
WHY THE NEED FOR THE TCF?



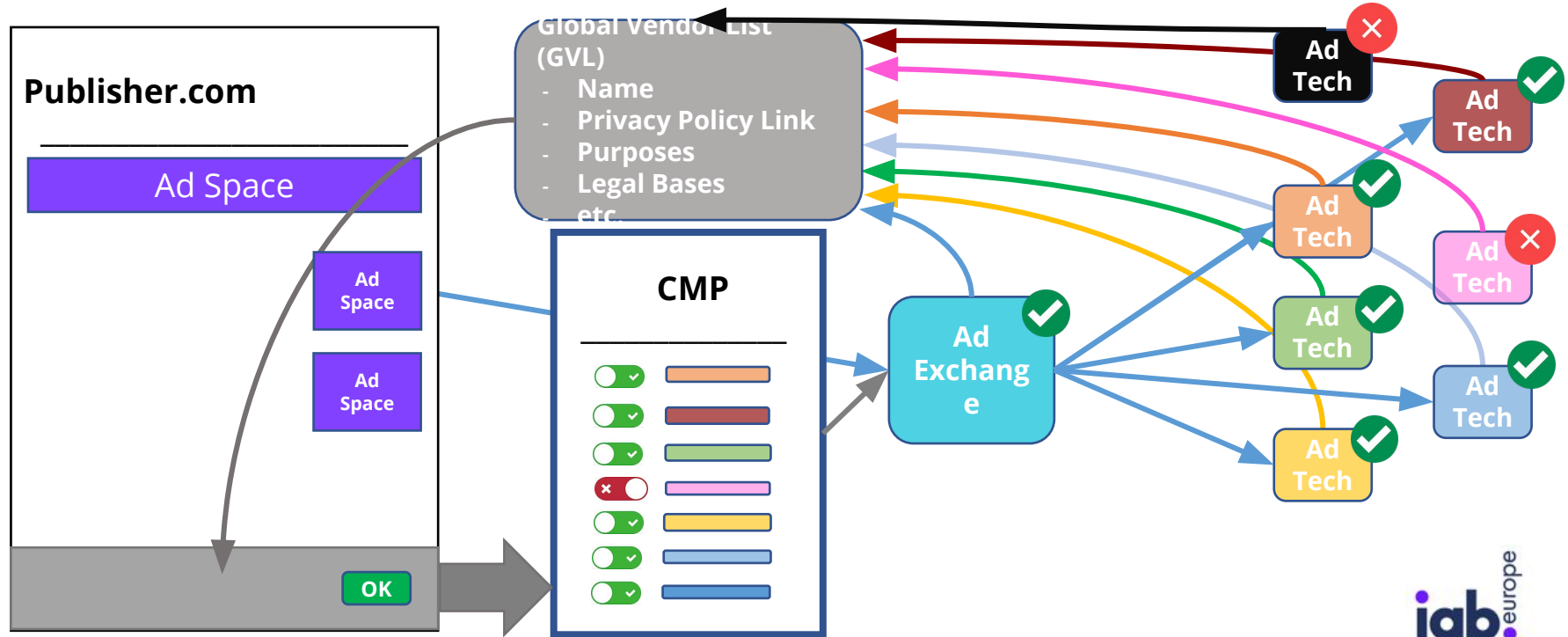
HOW THE TCF HELPS?



WHY THE NEED FOR THE TCF?



HOW THE TCF HELPS?





User
Interface

TCF
Policies



IAB EUROPE TCF v2.0

Global
Vendor List (GVL)



TCF Technical
Specifications



Decentralized

Central Governance



THE TCF FOR AGENCIES & ADVERTISERS

ADVERTISERS AS OWNERS OF DIGITAL PROPERTIES - TCF allows you to disclose your relationship with vendors present on your website or app. By disclosing your preferred vendors you are helping them obtain consent or satisfy requirements for legitimate interest.

USER TRUST - By disclosing data processing happening on your digital property, you're building user trust.

VENDOR - A mechanism for ensuring the necessary disclosures have been made and user choices reflected, so that vendors can process user data and access user devices legally.

AND MOST IMPORTANTLY, FOR THE USER...

TCF provides both transparency over the use of their data and control regarding their personal data.



CREATING & SHAPING TCF V2.0

- TCF v2.0 is the product of 12 months of reflection begun in response to feedback from the market, notably publishers, and from data protection authorities (DPAs)
- The vision for TCF v2.0 was to provide enhanced transparency and choice to consumers and greater control to owners of digital properties.
- The Policy and Technical Specifications for the TCF v2.0 was open to public comment for 30 days from 25th of April to 25th May 2019
- Following the close of the public comment period, the technical specifications and Policies comments were reviewed by the TCF Steering Group and its working groups to develop the final version for the launch.
- **TCF v2.0 was launched on 21st August 2019.**



TCF V2.0 POLICIES



INTRODUCING TCF V2.0

- **NEW** signals to allow owners of digital properties to exercise more control over Vendors by purpose
- **NEW** explicit signals for a Vendor's transparency status
- **NEW** signals for users who object to processing on the basis of a legitimate interest
- **MORE** granular and **NEW** purposes, definitions and signals

OVERALL BENEFITS: BETTER INFORMED USERS & SUPPORTS THE BROADER INTERESTS OF THE INDUSTRY

FLEXIBLE VENDOR LEGAL BASES

- TCF v2.0 allows Vendors to register flexible legal bases, and default legal bases, for example:
 - Purpose 1 – consent
 - Purpose 2 – consent or legitimate interest (default: legitimate interest)
 - Purpose 3 – consent
 - Purpose 4 – consent or legitimate interest (default: consent)
- Owners of digital properties may use new owners' controls to switch from the default legal basis if Vendor allows.

ADDITIONAL CONTROLS FOR OWNERS OF DIGITAL PROPERTIES

- TCF v2.0 allows owners of digital properties to create different rules for different Vendors or ranges of Vendors, for example:
 - All Vendors may process based on Purposes 1, 2, 4
 - Only Vendors X, Y, and Z may process based on Purpose 3
 - Only Vendors A, B, and C may process based on Purposes 7, 8
- These controls are communicated via the Transparency & Consent String, and Vendors are required to respect them and act accordingly.

IMPROVED SUPPORT FOR LEGITIMATE INTEREST

- TCF v2.0 includes additional signals related to processing based on legitimate interests
- Vendors signaled whether transparency has been established for legitimate interests by Vendor and Purpose
- Users can exercise their right to object directly in CMPs, which communicate the objection by Vendor and Purpose



TCF V2.0 DATA PROCESSING PURPOSES

PURPOSES, FEATURES & STACKS

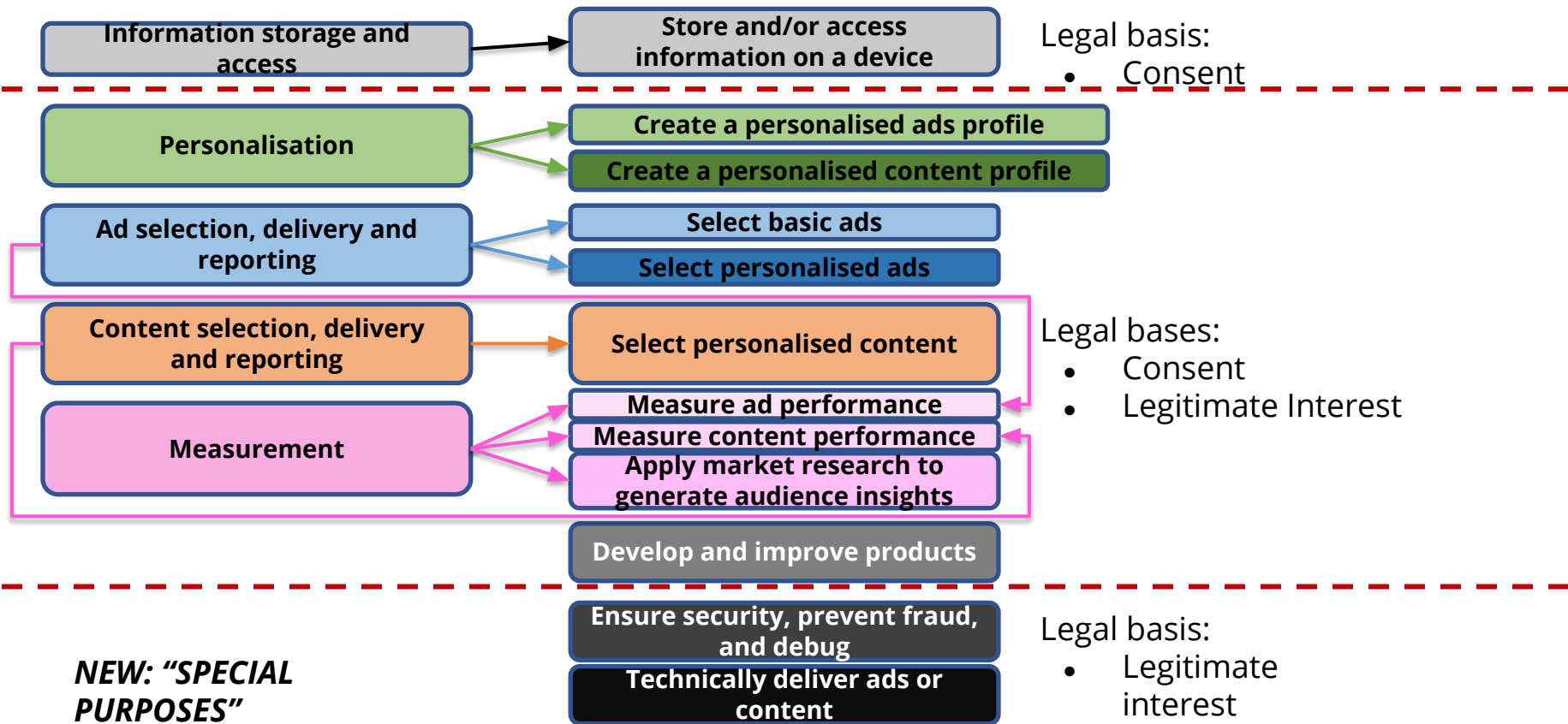
- The TCF standardises Purposes, Special Purposes, Features, Special Features and Stacks
 - Standard names of purposes and stacks
 - Standard legal and user friendly (special) purpose and (special) feature language, and stack descriptions
 - Standard translations
- CMPs must use -- without modification -- the standardised purpose names, descriptions or translations.
- Owners of digital properties may change stack descriptions under certain conditions.
- As under v1.0, purpose limitation applies. Vendors are limited to doing what is covered in the Purposes for which they have permissions.

TCF PURPOSES v2.0

NB: No backwards compatibility between v1.0 and v2.0 Purposes

TCF v1.0

TCF v2.0



TCF V2.0 FEATURES

TCF v1.0

Offline data matching

Cross device matching

Geolocation data

TCF v2.0

Match and combine offline data sources

Link different devices

Receive and use automatically-sent device characteristics for identification

Use precise geolocation data

Actively scan device characteristics for identification

Disclosure only.

Disclosure and opt-in required.

NEW: "SPECIAL FEATURES"

NEW UI ELEMENTS: STACKS

Purpose “Stacks” enable owners of digital properties to present granular purposes in a simplified manner, without depriving users of more granular information and choice.

For example



combine into

Personalised ads, and ad measurement

“Ads will be personalised based on a profile. More data will be added to better personalise ads. Ad performance will be measured.”



TCF V2.0 POLICIES SUMMARY

- **NEW** signals to allow owners of digital properties to exercise more control over Vendors by purpose
- **NEW** explicit signals for a Vendor's transparency status
- **NEW** signals for users who object to processing on the basis of a legitimate interest
- **MORE** granular and **NEW** purposes, definitions and signals



TCF V2.0

Technical Specifications

TCF v2: Technical Specifications

V2 Specifications and Implementation Guide available now:

[Transparency and Consent Framework on Github](#)

Who should read the technical specifications?

- Registered vendors who need to parse consumer consent information from the TC String!
- Product and Engineering teams

TCF Tech Basics (Same Foundations in v2.0)

Who “makes” the TC String?

- CMP (Consent Management Provider)

How is user choice collected?

- CMP offering provides a User Interface to provide transparency to users, collect consent, and allow for objection

How is user choice communicated?

- CMP writes a TC String that vendors will read, establishing vendor transparency and communicating user preferences to the ad tech providers



TCF V2.0 Technical Specifications: What's new?

Framework specification	What's new?
Transparency and Consent String v2	New purposes; Publisher controls; more comprehensive legal basis establishment for vendors
Global Vendor List Format v2	Supports v2 policy; better future-facing version control
Consent Management Provider JavaScript API v2	Incorporated mobile in-app JS API support; streamlined design for ping on page API; supports calls for v2 TC String

TC String - New signals in v2

TCF version 2.0 Transparency and Consent String Contents:

- General Metadata
- User Consent
- Legitimate Interest
- Publisher Controls
 - purposes
 - legal basis*

CMP ID	Vendor Consent	Purpose Consent	Vendor LI	Purpose LI	Special Feature opt-in	Global consent	OOB Allowed?	Custom Stacks	Pub Controls
###	0/1	0/1	0/1	0/1	0/1	0/1	0/1	0/1	###

Blue: Present in v1.0

Green: New in v2.0

* only if the Vendor indicates flexibility

Building resources to support v2 adoption

GDPR Technical working group planned support for adoption of v2:

- Enhance and Expand implementation support
 - wiki and 'living FAQ' resources for vendors, CMPs, publishers
- TCF Code Library 'Toolkit'
 - string encoding, shared developer resources
- Tools to validate/QA v2 TC strings
 - inspector/encoder/decoder

<https://github.com/InteractiveAdvertisingBureau/GDPR-Transparency-and-Consent-Framework/tree/master/TCFv2>



TCF V2.0 REGISTRATION



REGISTRATION

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. The Registration for TCF v2.0 will start in the course of September.

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). Agencies and Advertisers do not need to register or pay to be a part of the TCF if they are not a vendor or a CMP.

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.

The GVL can be found at: <https://advertisingconsent.eu/vendor-list/>

The CMP list can be found at: <https://advertisingconsent.eu/cmp-list/>



FOR MORE INFORMATION:

www.iabeurope.eu

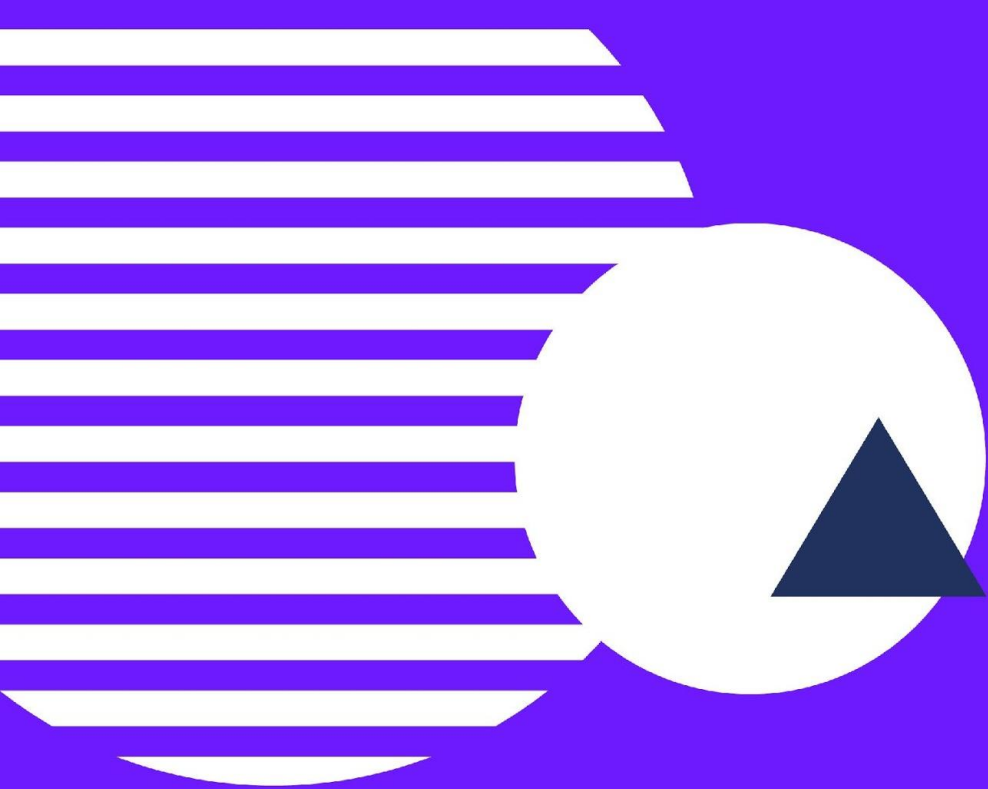
Policy questions: tcf@iabeurope.eu

Technical: transparencyframework@iabtechlab.com



TCF V2.0 AGENCIES & ADVERTISERS

Q&A



THANK YOU