THE TRANSPARENCY & CONSENT FRAMEWORK (TCF) V2.0

FULL OVERVIEW FOR AGENCIES & ADVERTISERS
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?
WHY THE NEED FOR THE TCF?

Advertiser.com

Who is allowed to receive data?

Do I have consent?

Am I disclosed?

DSP

DCO

DMP

Analytics

OK
HOW THE TCF HELPS?

Advertiser.com

Global Vendor List (GVL)
- Name
- Privacy Policy Link
- Purposes
- Legal Bases
- etc.

CMP

DSP
DCO
DMP
Analytics
WHY THE NEED FOR THE TCF?

- Publisher.com
  - Ad Space
    - Ad Space
    - Ad Space

Ad Exchange

- Who is allowed to receive data?
  - Ad Tech
  - Ad Tech
  - Ad Tech
  - Ad Tech
  - Ad Tech

Do I have consent?
- Ad Tech
- Ad Tech
- Ad Tech
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Am I disclosed?
- Ad Tech
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HOW THE TCF HELPS?

Publisher.com

- Ad Space
- CMP

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- etc.

Ad Exchange

Ad Tech

OK
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.
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
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

TCF v1.0
- Information storage and access
- Personalisation
- Ad selection, delivery and reporting
- Content selection, delivery and reporting
- Measurement

TCF v2.0
- Store and/or access information on a device
- Create a personalised ads profile
- Create a personalised content profile
- Select basic ads
- Select personalised ads
- Select personalised content
- Measure ad performance
- Measure content performance
- Apply market research to generate audience insights
- Develop and improve products
- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

Legal basis:
- Consent
- Legitimate interest

NEW: “SPECIAL PURPOSES”

NB: No backwards compatibility between v1.0 and v2.0 Purposes
TCF V2.0 FEATURES

TCF v1.0
- Offline data matching
- Cross device matching
- Geolocation data

NEW: “SPECIAL FEATURES”
- Receive and use automatically-sent device characteristics for identification

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 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

Basic ads + Personalised ads profile + Show personalized ads + Ad Measurement

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: 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?

<table>
<thead>
<tr>
<th>Framework specification</th>
<th>What’s new?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transparency and Consent String v2</td>
<td>New purposes; Publisher controls; more comprehensive legal basis establishment for vendors</td>
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<tr>
<td>Global Vendor List Format v2</td>
<td>Supports v2 policy; better future-facing version control</td>
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<tr>
<td>Consent Management Provider JavaScript API v2</td>
<td>Incorporated mobile in-app JS API support; streamlined design for pinging on page API; supports calls for v2 TC String</td>
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**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*

<table>
<thead>
<tr>
<th>CMP ID</th>
<th>Vendor Consent</th>
<th>Purpose Consent</th>
<th>Vendor LI</th>
<th>Purpose LI</th>
<th>Special Feature opt-in</th>
<th>Global consent</th>
<th>OOB Allowed?</th>
<th>Custom Stacks</th>
<th>Pub Controls</th>
</tr>
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<td>###</td>
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</tbody>
</table>

*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

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