Training 4: Resource Overview Overload. Where to go for more detailed TCF v2.0 Technical Resources

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AGENDA

- Introduction
- Where to find everything
- Resources for CMPs
- Resources for Vendors
- Demo
- Roadmap and how to get involved
- Q&A
HOW IAB TECHLAB HELPS

Engage a member community globally to develop foundational technology and standards that enable growth and trust in the digital media ecosystem.

- Sharing the cost, sharing the benefits
- Member-driven, member-developed
- Broad availability & utility, by design
- We live this – as a neutral, transparent, open-source, non-profit org
HOW IAB TECHLAB HELPS

- VAST
- VPAID
- OpenMedia
- GDPR Transparency & Consent Framework
- OpenRTB
- MRAID
- OM SDK
- Open Measurement
- OpenDirect
- DigiTrust ID
- Privacy Chain
- User Experience
- DataLabel.org
- app-ads.txt
- Podcast Measurement Guidelines
WHERE TO FIND EVERYTHING!
WHEN IN DOUBT START HERE:

What is TCF v2.0?

IAB Europe, in partnership with IAB Tech Lab, announced on 21 August 2019 the launch of the second iteration of Transparency and Consent Framework (TCF) v2.0.

The TCF Steering Group (SG) was tasked with drafting the new TCF Policy and IAB Tech Lab managed the technical specifications. With participation from 10 National IABs and 55 organisations, and EU-level associations, publishers, media owners, technology providers, and media agencies, the TCF Steering Group enabled an inclusive, fair and consensus-based participation of stakeholders to deliver the vision.

TCF v2.0 continues to support the overall drive of the TCF to increase consumer transparency and choice, management by digital properties of consent and compliance, and industry collaboration that centres on standardisation.

https://iabeurope.eu/tcf-2-0/
- Links to helpful resources, webinars, policy documents (yes, tech folk should read the policy docs)
ALL THE TECHNICAL RESOURCES

- Consent Management Platform API
- Transparency & Consent String with Global Vendor List Format
- TCF Implementation Guidelines
- TCF V2 Policy (it wasn’t a joke, technical implementers should read this)
- Purpose Translations
WHY SHARED LIBRARIES?

- Complexity of TC string from v1.1 to v2 is an order of magnitude
- Shared expertise on a library will help ensure that we all get it right together
- Free/distributed QA

https://github.com/InteractiveAdvertisingBureau/iabtcf-es
RESOURCES FOR CMPS
FRONT-END JAVASCRIPT/TYPESCRIPT LIBRARIES

Core (@iabtcf/core)
- **TCModel** - Model of TC data (decoded TC string)
- **GVL** - Provides tools for handling the Global Vendor List
- **TCString** - Decoding and encoding TC strings

CmpApi (@iabtcf/cmpapi)
- Creates on-page cmp api __tcfapi()
  - Works with Core library

Stub (@iabtcf/stub)
- Creates on page cmp api stub

Testing (@iabtcf/testing)
- Tools for testing CMPs that leverage the libraries

cli (@iabtcf/cli)
- Command-line utility for decoding TC strings
RESOURCES FOR VENDORS
- Encode TC string from form input to test with
- Decode TC string into a human (non-engineer) format
ROADMAP
WHAT ELSE?

- Typescript/javascript library ready to use NOW
  - Please use it!
  - If you find bugs, please file github issues
  - Currently on a weekly release cycle
- Java library in progress
  - https://search.maven.org/artifact/com.iabtcf/iabtcf-core/1.0.2-alpha.0/jar
  - Need help!
- This library replaces the V1.1 consent string sdk
  - V1.1 consent string sdk will deprecated with TCF v1.1 deprecation date
DEMO
Q&A