

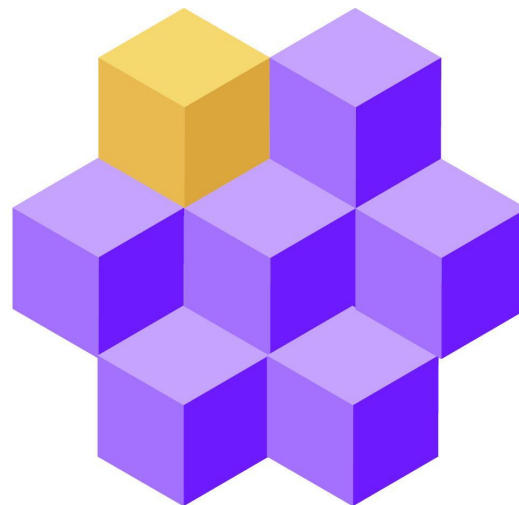
# Training 4: Resource Overview Overload. Where to go for more detailed TCF v2.0 Technical Resources

[iab europe.eu](https://iab europe.eu)

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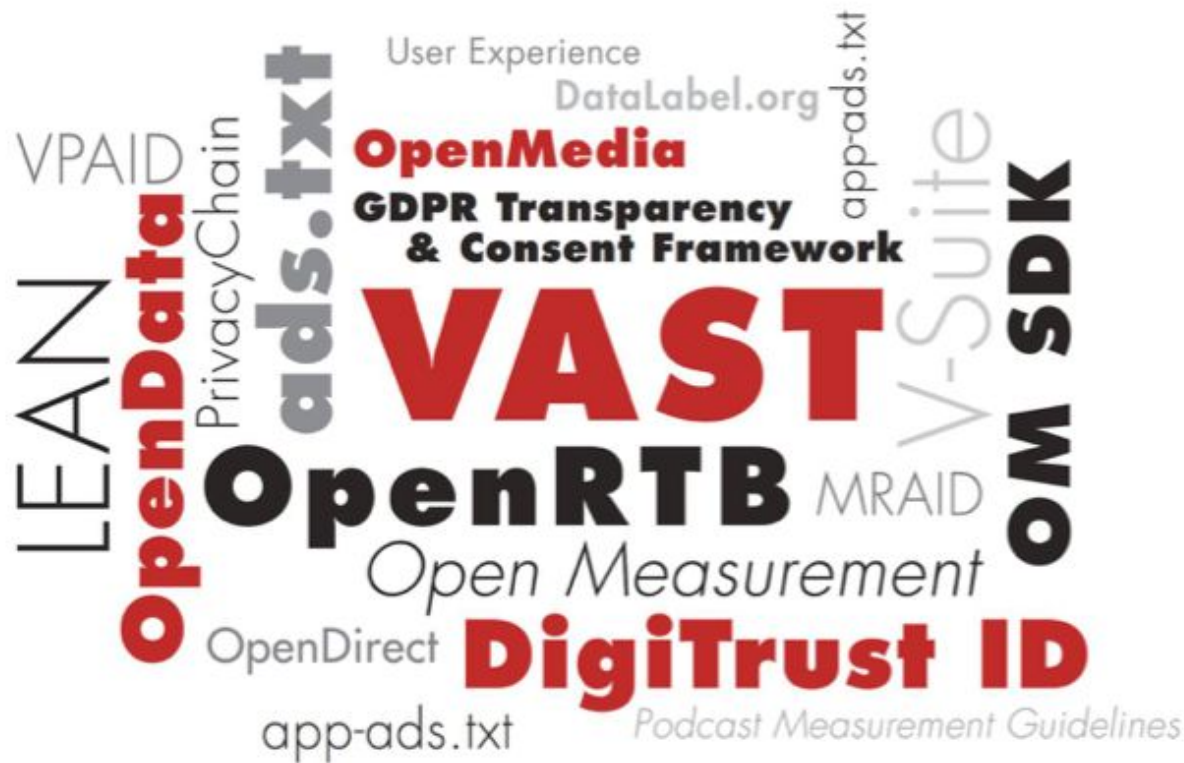
# AGENDA

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



# HOW IAB TECHLAB HELPS





# 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.

## TCF – Transparency & Consent Framework

TCF v1.1

TCF v2.0

JOIN THE TCF

TCF for Publishers

TCF for CMPs

TCF for Advertisers & Agencies

TCF for Vendors

CMP & Vendor Notifications

<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



[iabtcf.com](https://iabtcf.com)

- 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