



# It's all about the first impression. How the CMP UI should look in TCF v2.0.

iabeurope.eu

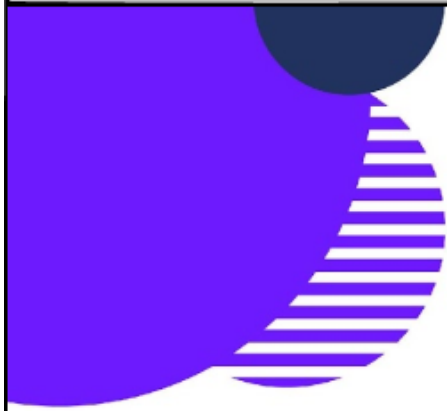
Presented by: Patrick Verdon  
Technical Director - IAB Europe



## Agenda

- TCF v1.1 CMP UI Review
- TCF v2.0 CMP UI

**Important note:** the mock-ups provided here are only intended to be examples, you do not need to copy these wireframes and are free to implement your own user interface that complies with all the TCF policies.



# TCF v1.1 CMP UI Review





## POLICY COMPLIANCE CHECKS (TCF V1)

1	Is 1st layer of UI prominently displayed?		Pass	Fail
2	Are all Purposes shown in the 1st layer of the user interface?		Pass	Fail
3	Is a link to Vendors provided in the 1st layer of the user interface?		Pass	Fail
4	Are calls to action of equal visual prominence?		Pass	Fail
5	Is the user informed of their right to withdraw consent at any time in the 1st layer and how to do so?		Pass	Fail
6	Are the consequences of consenting or not consenting explained in the 1st layer?		Pass	Fail
7	Is the user informed that access to information on their device is taking place by third parties in the 1st layer?		Pass	Fail
8	Is the user informed that their personal data is processed by third parties in the 1st layer, with examples of such data?		Pass	Fail
9	Is the user able to review the full name and description of Purposes?		Pass	Fail
10	Is the user able to review the full name and description of Features?		Pass	Fail
11	Is the user able to review the Purposes of each Vendor?		Pass	Fail
12	Is the user able to review the Legal Bases for each Purpose of each Vendor?		Pass	Fail
13	Is the user able to review the Features for each Vendor?		Pass	Fail
14	Is the user able to find a link to a Privacy Policy for each Vendor?		Pass	Fail
15	Is there a way for the user to resurface the UI and change their preferences?		Pass	Fail
16	Is the UI using standard names and definitions of each		Pass	Fail

**CMP Validator  
v1 policy checks**



# Lorem ipsum dolor sit amet, consectetur

May 1, 2011. Posted by Mike in [lorem](#), [ipsum](#), [dolor](#)

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## WE CARE ABOUT YOUR PRIVACY

We and [our partners](#) use technology such as cookies to store and access information on your device, in order to process personal data, such as IP address or cookie identifiers. We and [our partners](#) use this data for the following purposes:

- Personalisation
- Ad selection, delivery, reporting
- Content selection, delivery, reporting
- Measurement

You can change your settings at any time by clicking on the cog icon in the bottom right hand corner.

[MANAGE SETTINGS](#)

[ACCEPT ALL](#)

[View Partners](#)

Peldi





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- Measurement

**v1 Policy Check 2**  
Purposes

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[MANAGE SETTINGS](#)

[ACCEPT ALL](#)

[View Partners](#)

Peldi





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impe

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[MANAGE SETTINGS](#)

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**v1 Policy Check 3**  
Link to vendors





# Lorem ipsum dolor sit amet, consectetur

May 1, 2011. Posted by Mike in [lorem](#), [ipsum](#), [dolor](#)

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[MANAGE SETTINGS](#)

[ACCEPT ALL](#)

[View Partners](#)

**v1 Policy Check 4**  
Equal prominence







# Lorem ipsum dolor sit amet, consectetur

May 1, 2011. Posted by Mike in [lorem](#), [ipsum](#), [dolor](#)

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- Content selection, delivery, reporting
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[MANAGE SETTINGS](#)

[ACCEPT ALL](#)

[View Partners](#)

**v1 Policy Check 5**  
Withdraw consent  
& how





# Lorem ipsum dolor sit amet, consectetur

May 1, 2011. Posted by Mike in [lorem](#), [ipsum](#), [dolor](#)

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Mor  
ipsu  
impe

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- Personalisation
- Ad selection, delivery, reporting
- Content selection, delivery, reporting
- Measurement

You can change your settings at any time by clicking on the cog icon in the bottom right hand corner.

[MANAGE SETTINGS](#)

[ACCEPT ALL](#)

[View Partners](#)

**v1 Policy Check 7**  
Device access by  
3rd parties





# Lorem ipsum dolor sit amet, consectetur

May 1, 2011. Posted by Mike in [lorem](#), [ipsum](#), [dolor](#)

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- Ad selection, delivery, reporting
- Content selection, delivery, reporting
- Measurement

You can change your settings at any time [in the bottom right hand corner.](#)

**v1 Policy Check 8**  
Personal data  
processed by 3rd  
parties +  
examples

[MANAGE SETTINGS](#)

[ACCEPT ALL](#)

[View Partners](#)

Peldi





http://news.com



# MANAGE SETTINGS

[View Partners](#)

ACCEPT ALL

REJECT ALL

SAVE & EXIT

Find out more about how your personal data is processed and set your preferences below.

## Purposes

**v1 Policy Check 9**  
Full name & description of purposes

- 1) Information storage and access  Off
- 2) Personalisation  Off
- 3) Ad selection, delivery, reporting  Off
- 4) Content selection, delivery, reporting  Off
- 5) Measurement  Off

## Features

**v1 Policy Check 10**  
Full name & description of features

- 1) Matching Data to Offline Sources
- 2) Linking Devices
- 3) Precise Geographic Location Data





## MANAGE SETTINGS

Partners

ACCEPT ALL

REJECT ALL

SAVE &amp; EXIT

### Purposes

#### 1) Information storage and access

 Off 

The storage of information, or access to information, on your device such as advertising identifiers, device identifiers, cookies, and other identifiers.

#### 2) Personalisation

 Off 

The collection and processing of information about your use of this service to subsequently personalise advertising and/or content for you in other contexts, such as on other websites or apps, over time. Typically, the content of the site or app is used to make inferences about your interests, which inform future selection of advertising and/or content.

#### 3) Ad selection, delivery, reporting

 Off 

The collection of information, and combination with previously collected information, to select and deliver advertisements for you, and to measure the delivery and effectiveness of such advertisements. This includes using previously collected information about your interests to select ads, processing data about what advertisements were shown, how often they were shown, when and where they were shown, and whether you took any action related to the advertisement, including for example clicking an ad or making a purchase. This does not include personalisation, which is the collection and processing of information about your use of this service to subsequently personalise advertising and/or content for you in other contexts, such as websites or apps, over time.

#### 4) Content selection, delivery, reporting

 Off 

The collection of information, and combination with previously collected information, to select and deliver content for you, and to measure the delivery and effectiveness of such content. This includes using previously collected information about your interests to select content, processing data about what content was shown, how often or how long it was shown, when and where it was shown, and whether you took any action related to the content, including for example clicking on content. This does not include personalisation, which is the collection and processing of information about your use of this service to subsequently personalise content and/or advertising for you in other contexts, such as websites or apps, over time.

#### 5) Measurement

 Off 

The collection of information about your use of the content, and combination with previously collected information, used to measure, understand, and report on your usage of the service. This does not include personalisation, the collection of information about your use of this service to

**v1 Policy Check 9**  
Full name & description of purposes





## MANAGE SETTINGS

Partners

ACCEPT ALL

REJECT ALL

SAVE &amp; EXIT

the delivery and effectiveness of such advertisements. This includes using previously collected information about your interests to select ads, processing data about what advertisements were shown, how often they were shown, when and where they were shown, and whether you took any action related to the advertisement, including for example clicking an ad or making a purchase. This does not include personalisation, which is the collection and processing of information about your use of this service to subsequently personalise advertising and/or content for you in other contexts, such as websites or apps, over time.

### 4) Content selection, delivery, reporting

 Off


The collection of information, and combination with previously collected information, to select and deliver content for you, and to measure the delivery and effectiveness of such content. This includes using previously collected information about your interests to select content, processing data about what content was shown, how often or how long it was shown, when and where it was shown, and whether the you took any action related to the content, including for example clicking on content. This does not include personalisation, which is the collection and processing of information about your use of this service to subsequently personalise content and/or advertising for you in other contexts, such as websites or apps, over time.

### 5) Measurement

 Off


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## Features

### 1) Matching Data to Offline Sources



Combining data from offline sources that were initiall

### 2) Linking Devices



Allow processing of a user's data to connect such user across multiple devices.

### 3) Precise Geographic Location Data



Allow processing of a user's precise geographic location data in support of a purpose for which that certain third party has consent.

v1 Policy Check 10

Full name &  
description of  
features





## MANAGE SETTINGS

Purposes

ACCEPT ALL

REJECT ALL

SAVE & EXIT

May

See the partners we work with below. Expand each one to see how they process your data.

1020, Inc. dba Placecast and Ericsson Emodo

Off

### Purposes (Consent)

- 1) Information storage and access
- 2) Personalisation
- 3) Ad selection, delivery, reporting
- 4) Content selection, delivery, reporting

**v1 Policy Check 11**  
Review purposes  
of each vendor

### Purposes (Legitimate Interest)

- 5) Measurement

### Features

- 3) Precise Geographic Location Data

Privacy Policy: <https://www.emodoinc.com/privacy-policy/>

1plusX AG

Off

33Across

Off

A.Mob

Off

AAX LLC

Off

Accelerize Inc.

Off

Accorp Sp. z o.o.

Off

Active Agent AG

Off

Acuityads Inc.

Off

ad6media

Off

Adacado Technologies Inc. (DBA Adacado)

Off

adality GmbH

Off

ADARA MEDIA UNLIMITED

Off





## MANAGE SETTINGS

Purposes

ACCEPT ALL

REJECT ALL

SAVE & EXIT

May

See the partners we work with below. Expand each one to see how they process your data.

1020, Inc. dba Placecast and Ericsson Emodo

Off

### Purposes (Consent)

- 1) Information storage and access
- 2) Personalisation
- 3) Ad selection, delivery, reporting
- 4) Content selection, delivery, reporting

### Purposes (Legitimate Interest)

- 5) Measurement

### Features

- 3) Precise Geographic Location Data

Privacy Policy: <https://www.emodo.com/privacy-policy/>

**v1 Policy Check 12**  
Legal bases for  
each purpose of  
each vendor

1plusX AG

Off

33Across

Off

A.Mob

Off

AAX LLC

Off

Accelerize Inc.

Off

Accorp Sp. z o.o.

Off

Active Agent AG

Off

Acuityads Inc.

Off

ad6media

Off

Adacado Technologies Inc. (DBA Adacado)

Off

adality GmbH

Off

ADARA MEDIA UNLIMITED

Off







## MANAGE SETTINGS

Purposes

ACCEPT ALL

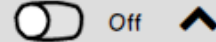
REJECT ALL

SAVE & EXIT

May

See the partners we work with below. Expand each one to see how they process your data.

1020, Inc. dba Placecast and Ericsson Emodo



### Purposes (Consent)

- 1) Information storage and access
- 2) Personalisation
- 3) Ad selection, delivery, reporting
- 4) Content selection, delivery, reporting

### Purposes (Legitimate Interest)

- 5) Measurement

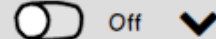
### Features

- 3) Precise Geographic Location Data

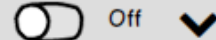
Privacy Policy: <https://www.emodoinc.com/pri>

**v1 Policy Check 13**  
Review features of  
each vendor

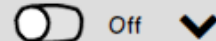
1plusX AG



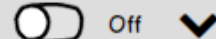
33Across



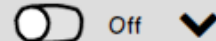
A.Mob



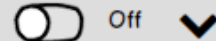
AAX LLC



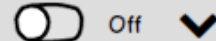
Accelerize Inc.



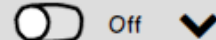
Accorp Sp. z o.o.



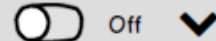
Active Agent AG



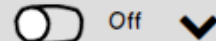
Acuityads Inc.



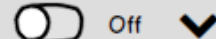
ad6media



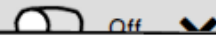
Adacado Technologies Inc. (DBA Adacado)



adality GmbH



ADARA MEDIA UNLIMITED





# MANAGE SETTINGS

Purposes

ACCEPT ALL

REJECT ALL

SAVE & EXIT

May

See the partners we work with below. Expand each one to see how they process your data.

1020, Inc. dba Placecast and Ericsson Emodo

Off ^

### Purposes (Consent)

- 1) Information storage and access
- 2) Personalisation
- 3) Ad selection, delivery, reporting
- 4) Content selection, delivery, reporting

### Purposes (Legitimate Interest)

- 5) Measurement

### Features

- 3) Precise Geographic Location Data

Privacy Policy: <https://www.emodo.com/privacy-policy/>

**v1 Policy Check 14**  
 Link to vendor  
 privacy policy

1plusX AG

Off v

33Across

Off v

Peldi

A.Mob

Off v

AAX LLC

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Accelerize Inc.

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Accorp Sp. z o.o.

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Active Agent AG

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Acuityads Inc.

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ad6media

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Adacado Technologies Inc. (DBA Adacado)

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adality GmbH

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ADARA MEDIA UNLIMITED

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# Lorem ipsum dolor sit amet, consectetur

[May 1, 2011](#). Posted by Mike in [lorem](#), [ipsum](#), [dolor](#)

Looorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus semper dictum sem dictum scelerisque. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

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**v1 Policy Check 15**  
Resurface UI





## MANAGE SETTINGS

Partners

ACCEPT ALL

REJECT ALL

SAVE &amp; EXIT

the delivery and effectiveness of such advertisements. This includes using previously collected information about your interests to select ads, processing data about what advertisements were shown, how often they were shown, when and where they were shown, and whether you took any action related to the advertisement, including for example clicking an ad or making a purchase. This does not include personalisation, which is the collection and processing of information about your use of this service to subsequently personalise advertising and/or content for you in other contexts, such as websites or apps, over time.

### 4) Content selection, delivery, reporting

 Off


The collection of information, and combination with previously collected information, to select and deliver content for you, and to measure the delivery and effectiveness of such content. This includes using previously collected information about your interests to select content, processing data about what content was shown, how often or how long it was shown, when and where it was shown, and whether the you took any action related to the content, including for example clicking on content. This does not include personalisation, which is the collection and processing of information about your use of this service to subsequently personalise content and/or advertising for you in other contexts, such as websites or apps, over time.

v1 Policy Check 16  
Standard purpose  
& feature  
definitions

### 5) Measurement

 Off


The collection of information about your use of this service to measure the delivery and effectiveness of such content. This does not include personalisation, the collection of information about your use of this service to subsequently personalise content and/or advertising for you in other contexts, i.e. on other service, such as websites or apps, over time.

## Features

### 1) Matching Data to Offline Sources



Combining data from offline sources that were initially collected in other contexts.

### 2) Linking Devices



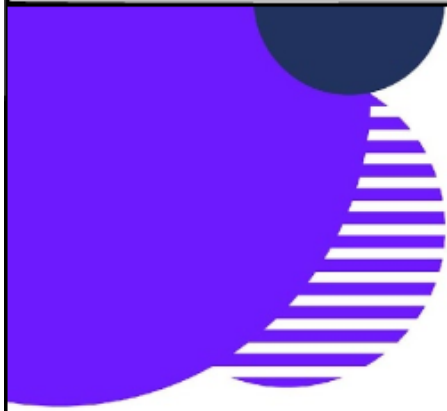
Allow processing of a user's data to connect such user across multiple devices.

### 3) Precise Geographic Location Data



Allow processing of a user's precise geographic location data in support of a purpose for which that certain third party has consent.





# TCF v2.0 CMP UI





1st Layer Overview  
Single Stack

## WE CARE ABOUT YOUR PRIVACY

We and our partners:

- Store and/or access information on a device



We and our partners process personal data such as IP address, unique ID, browsing data for:

- Personalised ads display, personalised content, ad and content measurement, audience insights, and product development



We need your consent for all the purposes above but we have a legitimate interest for these purposes:

- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

For some of the purposes above we and our partners:

- Use precise geolocation data
- Actively scan device characteristics for identification



For some of the purposes above we and our partners:

- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

Some partners do not ask for your consent to process your data, instead, they rely on their legitimate business interest. [View our list of partners](#) to see the purposes they believe they have legitimate interest for and how you can object to it.

Your choices on this site will be applied globally. This means that your settings will be available on other sites that set your choices globally. You can change your settings at any time, including by withdrawing your consent, by clicking on the cog icon in the bottom right hand corner.

MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL





**1st Layer Overview**  
Mixed Stacks and  
Purposes

## WE CARE ABOUT YOUR PRIVACY

May  
Look  
apte

We and our partners:

- Store and/or access information on a device



Aene  
com  
eust

We and our partners process personal data such as IP address, unique ID, browsing data for:

- Personalised ads
- Personalised content
- Ad and content measurement, and audience insights
- Develop and improve products



We need your consent for all the purposes above but we have a legitimate interest for these purposes:

- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

Co

For some of the purposes above we and our partners:

- Use precise geolocation data
- Actively scan device characteristics for identification



Peldi

For some of the purposes above we and our partners:

- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

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MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL





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## 2nd Layer Overview - Collapsed

Purposes, Special Purposes, Features, Special Features

### MANAGE SETTINGS

Partners

ACCEPT ALL

REJECT ALL

SAVE &amp; EXIT

Find out more about how your personal data is processed and set your preferences below.

#### Purposes

1) Store and/or access information on a device

Consent

2) Select basic ads

Legitimate Interest  Consent

3) Create a personalised ads profile

Legitimate Interest  Consent

4) Select personalised ads

Legitimate Interest  Consent

5) Create a personalised content profile

Legitimate Interest  Consent

6) Select personalised content

Legitimate Interest  Consent

7) Measure ad performance

Legitimate Interest  Consent

8) Measure content performance

Legitimate Interest  Consent

9) Apply market research to generate audience insights

Legitimate Interest  Consent

10) Develop and improve products

Legitimate Interest  Consent

#### Special Purposes

1) Ensure security, prevent fraud, and debug



2) Technically deliver ads or content



#### Features

1) Match and combine offline data sources



2) Link different devices





## 2nd Layer Overview - Expanded Page 1

### Purposes, Special Purposes, Features, Special Features

#### MANAGE SETTINGS

Partners

ACCEPT ALL

REJECT ALL

SAVE &amp; EXIT

#### Purposes

##### 1) Store and/or access information on a device

Consent 

Vendors can:

- Store and access information on the device such as cookies and device identifiers presented to a user.

##### 2) Select basic ads

Legitimate Interest  Consent 

To do basic ad selection vendors can:

- Use real-time information about the context in which the ad will be shown, to show the ad, including information about the content and the device, such as: device type and capabilities, user agent, URL, IP address
- Use a user's non-precise geolocation data
- Control the frequency of ads shown to a user.
- Sequence the order in which ads are shown to a user.

##### 3) Create a personalised ads profile

Legitimate Interest  Consent 

To create a personalised ads profile vendors can:

- Collect information about a user, including a user's activity, interests, demographic information, or location, to create or edit a user profile for use in personalised advertising.
- Combine this information with other information previously collected, including from across websites and apps, to create or edit a user profile for use in personalised advertising.

##### 4) Select personalised ads

Legitimate Interest  Consent 

To select personalised ads vendors can:

- Select personalised ads based on a user profile or other historical user data, including a user's prior activity, interests, visits to sites or apps, location, or demographic information.

##### 5) Create a personalised content profile

Legitimate Interest  Consent 

To create a personalised content profile vendors can:

- Collect information about a user, including a user's activity, interests, visits to sites or apps, demographic information, or location, to create or edit a user profile for personalising content.

##### 6) Select personalised content

Legitimate Interest  Consent 

To select personalised content vendors can:



## 2nd Layer Overview - Expanded Page 2

### Purposes, Special Purposes, Features, Special Features

#### MANAGE SETTINGS

Partners

ACCEPT ALL

REJECT ALL

SAVE &amp; EXIT

#### Special Purposes

##### 1) Ensure security, prevent fraud, and debug

To ensure security, prevent fraud and debug vendors can:

- Ensure data are securely transmitted
  - Detect and prevent malicious, fraudulent, invalid, or illegal activity.
  - Ensure correct and efficient operation of systems and processes, including to monitor and enhance the performance of systems and processes engaged in permitted purposes
- Vendors cannot:
- Conduct any other data processing operation allowed under a different purpose under this purpose.

##### 2) Technically deliver ads or content

To deliver information and respond to technical requests vendors can:

- Use a user's IP address to deliver an ad over the internet
  - Respond to a user's interaction with an ad by sending the user to a landing page
  - Use a user's IP address to deliver content over the internet
  - Respond to a user's interaction with content by sending the user to a landing page
  - Use information about the device type and capabilities for delivering ads or content, for example, to deliver the right size ad creative or video file in a format supported by the device
- Vendors cannot:
- Conduct any other data processing operation allowed under a different purpose under this purpose

#### Features

##### 1) Match and combine offline data sources

Vendors can:

- Combine data obtained offline with data collected online in support of one or more Purposes or Special Purposes.

##### 2) Link different devices

Vendors can:

- Deterministically determine that two or more devices belong to the same user or household
- Probabilistically determine that two or more devices belong to the same user or household
- Actively scan device characteristics for identification for probabilistic identification if users



## 2nd Layer Overview - Expanded Page 3

### Purposes, Special Purposes, Features, Special Features

## MANAGE SETTINGS

Partners

ACCEPT ALL

REJECT ALL

SAVE &amp; EXIT

### 1) Match and combine offline data sources

Vendors can:

- Combine data obtained offline with data collected online in support of one or more Purposes or Special Purposes.

### 2) Link different devices

Vendors can:

- Deterministically determine that two or more devices belong to the same user or household
- Probabilistically determine that two or more devices belong to the same user or household
- Actively scan device characteristics for identification for probabilistic identification if users have allowed vendors to actively scan device characteristics for identification (Special Feature 2)

### 3) Receive and use automatically-sent device characteristics for identification

Vendors can:

- Create an identifier using data collected automatically from a device for specific characteristics, e.g. IP address, user-agent string.
- Use such an identifier to attempt to re-identify a device.

Vendors cannot:

- Create an identifier using data collected via actively scanning a device for specific characteristics, e.g. installed font or screen resolution without users' separate opt-in to actively scanning device characteristics for identification.
- Use such an identifier to re-identify a device.

## Special Features

### 1) Use precise geolocation data

 Off

Vendors can:

- Collect and process precise geolocation data in support of one or more purposes.  
N.B. Precise geolocation means that there are no restrictions on the precision of a user's location; this can be accurate to within several meters.

### 2) Actively scan device characteristics for identification

 Off

Vendors can:

- Create an identifier using data collected via actively scanning a device for specific characteristics, e.g. installed fonts or screen resolution.
- Use such an identifier to re-identify a device.



## 2nd Layer Overview - Collapsed Vendors

### MANAGE SETTINGS

[Purposes](#)

ACCEPT ALL

REJECT ALL

SAVE &amp; EXIT

See the partners we work with below. Expand each one to see how they process your data.

#### Partners who are not part of the IAB TCF

Facebook



Amazon



#### Partners who are part of the IAB TCF

AAX LLC

Legitimate Interest



Consent



Adhese

Legitimate Interest



Consent



adhood.com

Legitimate Interest



Consent



Adikteev / Emoteev

Legitimate Interest



Consent



Adloox SA

Legitimate Interest



Consent



Adludio Ltd

Legitimate Interest



Consent



ADMAN - Phaistos Networks, S.A.

Legitimate Interest



Consent



AdMaxim Inc.

Legitimate Interest



Consent



Adnami Aps

Legitimate Interest



Consent



adrule mobile GmbH

Legitimate Interest



Consent



Adserve.zone / Artworx AS

Legitimate Interest



Consent



AdSpirit GmbH

Legitimate Interest



Consent



adsquare GmbH

Legitimate Interest



Consent



Adssets AB

Legitimate Interest



Consent





## 2nd Layer Overview - Expanded Vendors

### MANAGE SETTINGS

Purposes

ACCEPT ALL

REJECT ALL

SAVE & EXIT

See the partners we work with below. Expand each one to see how they process your data.

#### Partners who are not part of the IAB TCF

Facebook



Amazon



#### Partners who are part of the IAB TCF

##### Converge-Digital

Legitimate Interest



Consent



##### Purposes (Consent)

- 1) Store and/or access information on a device

##### Purposes (Legitimate Interest)

- 2) Select basic ads
- 7) Measure ad performance

##### Special Purposes

- 1) Ensure security, prevent fraud, and debug
- 2) Technically deliver ads or content

##### Features

- 1) Match and combine offline data sources
- 2) Link different devices
- 3) Receive and use automatically-sent device characteristics for identification

##### Special Features

- 1) Use precise geolocation data
- 2) Actively scan device characteristics for identification

Privacy Policy: <https://converge-digital.com/privacy-policy/>

##### Cookie Market LTD

Legitimate Interest



Consent



##### Purposes (Consent)

- 1) Store and/or access information on a device
- 3) Create a personalised ads profile





## POLICY COMPLIANCE CHECKS (TCF V2)

1	Does the UI show Purposes and Features with their standard names or Stacks?		Pass	Fail
2	Can users review the standard legal text?		Pass	Fail
3	If the UI includes non-TCF Vendors, are they presented separately?		Pass	Fail
4	Is the UI prominently displayed, covering most of the website content?		Pass	Fail
5	Is the UI displayed separately from other information such as terms and conditions or the privacy policy?		Pass	Fail
6	Is a link to resurface the UI easily accessible?		Pass	Fail
7	Is the user able to withdraw their consent as easily as it was to give it?		Pass	Fail
8	Does the 1st layer of the UI provide information about the storage and access of information from the user's device by the publisher and third-party vendors?		Pass	Fail
9	Does the 1st layer of the UI provide information about the processing of personal data by the publisher and third party Vendors?		Pass	Fail
10	Does the 1st layer of the UI provide an example of personal data processed?		Pass	Fail
11	Is there a direct link to the list of third parties in the 1st layer of the UI?		Pass	Fail
12	Does the 1st layer of the UI provide information about the Purposes and/or Stacks, Special Purposes, Features and Special Features used by third parties?		Pass	Fail
13	Is there information about the consequences of consenting or not in the 1st layer of the UI?		Pass	Fail
14	Does the 1st layer of the UI provide information about the scope of the consent choice, i.e. global consent, service-		Pass	Fail

**CMP Validator  
v2 policy checks**



## WE CARE ABOUT YOUR PRIVACY

v2 Policy Check 1  
Standard names

We and our partners:

- Store and/or access information on a device



We and our partners process personal data such as IP address, unique ID, browsing data for:

- Personalised ads display, personalised content, ad and content measurement, audience insights, and product development



We need your consent for all the purposes above but we have a legitimate interest for these purposes:

- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

For some of the purposes above we and our partners:

- Use precise geolocation data
- Actively scan device characteristics for identification



For some of the purposes above we and our partners:

- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

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MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL





## WE CARE ABOUT YOUR PRIVACY

v2 Policy Check 4  
Prominence

We and our partners:

- Store and/or access information on a device



We and our partners process personal data such as IP address, unique ID, browsing data for:

- Personalised ads display, personalised content, ad and content measurement, audience insights, and product development



We need your consent for all the purposes above but we have a legitimate interest for these purposes:

- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

For some of the purposes above we and our partners:

- Use precise geolocation data
- Actively scan device characteristics for identification



For some of the purposes above we and our partners:

- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

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MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL







## WE CARE ABOUT YOUR PRIVACY

We and our partners:

- Store and/or access information on a device



We and our partners process personal data such as IP address, unique ID, browsing data for:

- Personalised ads display, personalised content, ad and content measurement, audience insights, and product development



We need your consent for all the purposes above but we have a legitimate interest for these purposes:

- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

For some of the purposes above we and our partners:

- Use precise geolocation data
- Actively scan device characteristics for identification



For some of the purposes above we and our partners:

- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

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MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL

v2 Policy Check 6/7  
Resurface UI,  
withdraw consent as  
easily





## WE CARE ABOUT YOUR PRIVACY

We and our partners:

- Store and/or access information on a device

**v2 Policy Check 8**  
**Device storage &**  
**access**

We and our partners process personal data such as IP address, unique

- Personalised ads display, personalised content, ad and content measurement, audience insights, and product development

We need your consent for all the purposes above but we have a legitimate interest for these purposes:

- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

For some of the purposes above we and our partners:

- Use precise geolocation data
- Actively scan device characteristics for identification

For some of the purposes above we and our partners:

- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

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**MANAGE SETTINGS**

**SAVE & EXIT**

**ACCEPT ALL**





## WE CARE ABOUT YOUR PRIVACY

We and our partners:

- Store and/or access information on a device



We and our partners process personal data such as IP address, unique ID, browsing data for:

- Personalised ads and content measurement, analytics, insights, and product improvement



We need your consent to process your data for these purposes unless we have a legitimate interest for these purposes:

- Ensure security, performance, or functionality of our site or application
- Technically deliver ads or content

For some of the purposes above we and our partners:

- Use precise geolocation data
- Actively scan device characteristics for identification



For some of the purposes above we and our partners:

- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

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MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL





## WE CARE ABOUT YOUR PRIVACY

We and our partners:

- Store and/or access information on a device



We and our partners process personal data such as IP address, unique ID, browsing data for:

- Personalised ads display, personalised content, ad and content measurement, audience insights, and product development

**v2 Policy Check 10**  
 Example of  
 personal data  
 processed

We need your consent for all the purposes above but we for these purposes:

- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

For some of the purposes above we and our partners:

- Use precise geolocation data
- Actively scan device characteristics for identification



For some of the purposes above we and our partners:

- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

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MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL





## WE CARE ABOUT YOUR PRIVACY

We and our partners:

- Store and/or access information on a device



We and our partners process personal data such as IP address, unique ID, browsing data for:

- Personalised content, recommendations, advertising, audience measurement, audience development



All the purposes above but we have a legitimate interest for these purposes:

- Prevent fraud, and debug
- Technically deliver ads or content

For some of the purposes above we and our partners:

- Use precise geolocation data
- Actively scan device characteristics for identification



For some of the purposes above we and our partners:

- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

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MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL





## WE CARE ABOUT YOUR PRIVACY

We and our partners:

- Store and/or access information on a device



We and our partners process personal data such as IP address, unique ID, browsing data for:

- Personalised ads display, personalised content, ad and content measurement, audience insights, and product development



We need your consent for all the purposes above but we have a legitimate interest in:

- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

**v2 Policy Check 12**  
Purposes and/or  
Stacks, Special  
Purposes, Features,  
Special Features

For some of the purposes above we and our partners:

- Use precise geolocation data
- Actively scan device characteristics for identification



For some of the purposes above we and our partners:

- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

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MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL





## WE CARE ABOUT YOUR PRIVACY

We and our partners:

- Store and/or access information on a device



We and our partners process personal data such as IP address, unique ID, browsing data for:

- Personalised ads display, personalised content, ad and content measurement, audience insights, and product development



We need your consent for all the purposes above but we have a legitimate interest for these purposes:

- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

For some of the purposes above we and our partners:

- Use precise geolocation data
- Actively scan device characteristics for identification



For some of the purposes above we and our partners:

- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

Some partners do not ask for your consent to process your data, instead, they rely on their legitimate business interest. [View our list of partners](#) to see the purposes they believe they have legitimate interest for and how you can object to it.

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v2 Policy Check 14  
Scope of consent  
choice

SAVE & EXIT

ACCEPT ALL





## WE CARE ABOUT YOUR PRIVACY

We and our partners:

- Store and/or access information on a device



We and our partners process personal data such as IP address, unique ID, browsing data for:

- Personalised ads display, personalised content, ad and content measurement, audience insights, and product development



We need your consent for all the purposes above but we have a legitimate interest for these purposes:

- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

For some of the purposes above we and our partners:

- Use precise geolocation data
- Actively scan device characteristics for identification



For some of the purposes above we and our partners:

- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

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MANAGE SETTINGS

v2 Policy Check 15  
Withdraw consent &  
how

ACCEPT ALL







## WE CARE ABOUT YOUR PRIVACY

We and our partners:

- Store and/or access information on a device



We and our partners process personal data such as IP address, unique ID, browsing data for:

- Personalised ads display, personalised content, ad and content measurement, audience insights, and product development



We need your consent for all the purposes above but we have a legitimate interest for these purposes:

- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

For some of the purposes above we and our partners:

- Use precise geolocation data
- Actively scan device characteristics for identification



For some of the purposes above we and our partners:

- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

Some partners do not ask for your consent to process your data, instead, they rely on their legitimate business interest. [View our list of partners](#) to see the purposes they believe they have legitimate interest for and how you can object to it.

**v2 Policy Check 16**  
3rd party legitimate  
interest processing

will be applied globally. This means that your settings will be available on other devices globally. You can change your settings at any time, including by withdrawing consent, on the cog icon in the bottom right hand corner.

SETTINGS

SAVE & EXIT

ACCEPT ALL





## WE CARE ABOUT YOUR PRIVACY

We and our partners:

- Store and/or access information on a device



We and our partners process personal data such as IP address, unique ID, browsing data for:

- Personalised ads display, personalised content, ad and content measurement, audience insights, and product development



We need your consent for all the purposes above but we have a legitimate interest for these purposes:

- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

For some of the purposes above we and our partners:

- Use precise geolocation data
- Actively scan device characteristics for identification



For some of the purposes above we and our partners:

- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

Some partners do not ask for your consent to process your data, instead, they rely on their legitimate business interest. [View our list of partners](#) to see the purposes they believe they have legitimate interest for and how you can object to it.

Your choice is stored on your device and is not shared with other sites that use our services. You can change your consent settings at any time, including by withdrawing your consent, in the bottom right hand corner.

**v2 Policy Check 17**  
**Legitimate interest**  
 right to object

globally. This means that your settings will be available on other sites that use our services. You can change your settings at any time, including by withdrawing your consent, in the bottom right hand corner.

M

SAVE & EXIT

ACCEPT ALL





## WE CARE ABOUT YOUR PRIVACY

We and our partners:

- Store and/or access information on a device



We and our partners process personal data such as IP address, unique ID, browsing data for:

- Personalised ads display, personalised content, ad and content measurement, audience insights, and product development



We need your consent for all the purposes above but we have a legitimate interest for these purposes:

- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

For some of the purposes above we and our partners:

- Use precise geolocation data
- Actively scan device characteristics for identification



For some of the purposes above we and our partners:

- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

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MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL

v2 Policy Check 18  
Accept & settings  
calls to action





## WE CARE ABOUT YOUR PRIVACY

We and our partners:

- Store and/or access information on a device



We and our partners process personal data such as IP address, unique ID, browsing data for:

- Personalised ads display, personalised content, ad and content measurement, audience insights, and product development



We need your consent for all the purposes above but we have a legitimate

- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

**v2 Policy Check 21**  
User choices 'off'  
by default

For some of the purposes above we and our partners:

- Use precise geolocation data
- Actively scan device characteristics for identification



For some of the purposes above we and our partners:

- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

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MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL





## MANAGE SETTINGS

Partners

ACCEPT ALL

REJECT ALL

SAVE &amp; EXIT

### Purposes

#### 1) Store and/or access information on a device

Consent 

Vendors can:

- Store and access information on the device such as cookies and device identifiers presented to a user.

#### 2) Select basic ads

Legitimate Interest  Consent 

To do basic ad selection vendors can:

- Use real-time information about the context in which the ad is shown, including information about the content and the device, such as user agent, URL, IP address
- Use a user's non-precise geolocation data
- Control the frequency of ads shown to a user.
- Sequence the order in which ads are shown to a user.

v2 Policy Check 2  
Review standard  
legal text

#### 3) Create a personalised ads profile

Legitimate Interest  Consent 

To create a personalised ads profile vendors can:

- Collect information about a user, including a user's activity, interests, demographic information, or location, to create or edit a user profile for use in personalised advertising.
- Combine this information with other information previously collected, including from across websites and apps, to create or edit a user profile for use in personalised advertising.

#### 4) Select personalised ads

Legitimate Interest  Consent 

To select personalised ads vendors can:

- Select personalised ads based on a user profile or other historical user data, including a user's prior activity, interests, visits to sites or apps, location, or demographic information.

#### 5) Create a personalised content profile

Legitimate Interest  Consent 

To create a personalised content profile vendors can:

- Collect information about a user, including a user's activity, interests, visits to sites or apps, demographic information, or location, to create or edit a user profile for personalising content.

#### 6) Select personalised content

Legitimate Interest  Consent 

To select personalised content vendors can:





## MANAGE SETTINGS

Partners

ACCEPT ALL

REJECT ALL

SAVE &amp; EXIT

### Purposes

#### 1) Store and/or access information on a device

Consent  ^

Vendors can:

- Store and access information on the device such as cookies and device identifiers presented to a user.

#### 2) Select basic ads

Legitimate Interest  Consent  ^

To do basic ad selection vendors can:

- Use real-time information about the context in which the ad will be shown, including information about the content and the device, such as: device type, user agent, URL, IP address
- Use a user's non-precise geolocation data
- Control the frequency of ads shown to a user.
- Sequence the order in which ads are shown to a user.

**v2 Policy Check 19**  
Granular choices  
per purpose

#### 3) Create a personalised ads profile

Legitimate Interest  Consent  ^

To create a personalised ads profile vendors can:

- Collect information about a user, including a user's activity, interests, demographic information, or location, to create or edit a user profile for use in personalised advertising.
- Combine this information with other information previously collected, including from across websites and apps, to create or edit a user profile for use in personalised advertising.

#### 4) Select personalised ads

Legitimate Interest  Consent  ^

To select personalised ads vendors can:

- Select personalised ads based on a user profile or other historical user data, including a user's prior activity, interests, visits to sites or apps, location, or demographic information.

#### 5) Create a personalised content profile

Legitimate Interest  Consent  ^

To create a personalised content profile vendors can:

- Collect information about a user, including a user's activity, interests, visits to sites or apps, demographic information, or location, to create or edit a user profile for personalising content.

#### 6) Select personalised content

Legitimate Interest  Consent  ^

To select personalised content vendors can:





## MANAGE SETTINGS

Partners

ACCEPT ALL

REJECT ALL

SAVE &amp; EXIT

## Purposes

## 1) Store and/or access information on a device

Consent 

Vendors can:

- Store and access information on the device such as cookies and device identifiers presented to a user.

## 2) Select basic ads

Legitimate Interest  Consent 

To do basic ad selection vendors can:

- Use real-time information about the context in which the ad will be shown, to including information about the content and the device, such as: device type, user agent, URL, IP address
- Use a user's non-precise geolocation data
- Control the frequency of ads shown to a user.
- Sequence the order in which ads are shown to a user.

**v2 Policy Check 21**  
User choices 'off' by default

## 3) Create a personalised ads profile

Legitimate Interest  Consent 

To create a personalised ads profile vendors can:

- Collect information about a user, including a user's activity, interests, demographic information, or location, to create or edit a user profile for use in personalised advertising.
- Combine this information with other information previously collected, including from across websites and apps, to create or edit a user profile for use in personalised advertising.

## 4) Select personalised ads

Legitimate Interest  Consent 

To select personalised ads vendors can:

- Select personalised ads based on a user profile or other historical user data, including a user's prior activity, interests, visits to sites or apps, location, or demographic information.

## 5) Create a personalised content profile

Legitimate Interest  Consent 

To create a personalised content profile vendors can:

- Collect information about a user, including a user's activity, interests, visits to sites or apps, demographic information, or location, to create or edit a user profile for personalising content.

## 6) Select personalised content

Legitimate Interest  Consent 

To select personalised content vendors can:





## MANAGE SETTINGS

Partners

ACCEPT ALL

REJECT ALL

SAVE &amp; EXIT

### Purposes

#### 1) Store and/or access information on a device

Consent 

Vendors can:

- Store and access information on the device such as cookies and device identifiers presented to a user.

#### 2) Select basic ads

Legitimate Interest  Consent 

To do basic ad selection vendors can:

- Use real-time information about the context in which the ad is shown, including information about the content and the device, such as user agent, URL, IP address
- Use a user's non-precise geolocation data
- Control the frequency of ads shown to a user.
- Sequence the order in which ads are shown to a user.

**v2 Policy Check 23**  
Object to legitimate interest processing per purpose

#### 3) Create a personalised ads profile

Legitimate Interest  Consent 

To create a personalised ads profile vendors can:

- Collect information about a user, including a user's activity, interests, demographic information, or location, to create or edit a user profile for use in personalised advertising.
- Combine this information with other information previously collected, including from across websites and apps, to create or edit a user profile for use in personalised advertising.

#### 4) Select personalised ads

Legitimate Interest  Consent 

To select personalised ads vendors can:

- Select personalised ads based on a user profile or other historical user data, including a user's prior activity, interests, visits to sites or apps, location, or demographic information.

#### 5) Create a personalised content profile

Legitimate Interest  Consent 

To create a personalised content profile vendors can:

- Collect information about a user, including a user's activity, interests, visits to sites or apps, demographic information, or location, to create or edit a user profile for personalising content.

#### 6) Select personalised content

Legitimate Interest  Consent 

To select personalised content vendors can:







## MANAGE SETTINGS

Partners

ACCEPT ALL

REJECT ALL

SAVE &amp; EXIT

### 1) Match and combine offline data sources

Vendors can:

- Combine data obtained offline with data collected online in support of one or more Purposes or Special Purposes.

### 2) Link different devices

Vendors can:

- Deterministically determine that two or more devices belong to the same user or household
- Probabilistically determine that two or more devices belong to the same user or household
- Actively scan device characteristics for identification for probabilistic identification if users have allowed vendors to actively scan device characteristics for identification (Special Feature 2)

### 3) Receive and use automatically-sent device characteristics for identification

Vendors can:

- Create an identifier using data collected automatically from a device for specific characteristics, e.g. IP address, user-agent string.
- Use such an identifier to attempt to re-identify a device.

Vendors cannot:

- Create an identifier using data collected via actively scanning a device for specific characteristics, e.g. installed font or screen resolution without users' separate opt-in to actively scanning device characteristics for identification.
- Use such an identifier to re-identify a device.

## Special Features

### 1) Use precise geolocation data



Off

Vendors can:

- Collect and process precise geolocation data in support of one or more Purposes or Special Purposes. N.B. Precise geolocation means that there are no restrictions on the accuracy of the location; this can be accurate to within several meters.

**v2 Policy Check 20**  
Special Feature opt-in

### 2) Actively scan device characteristics for identification

Vendors can:

- Create an identifier using data collected via actively scanning a device for specific characteristics, e.g. installed fonts or screen resolution.
- Use such an identifier to re-identify a device.





## MANAGE SETTINGS

Purposes

ACCEPT ALL

REJECT ALL

SAVE & EXIT

See the partners we work with below. Expand each one to see how they process your data.

### Partners who are not part of the IAB TCF

Facebook



Amazon



v2 Policy Check 3  
Non-TCF vendors  
shown separately



### Partners who are part of the IAB TCF

#### Converge-Digital

Legitimate  
Interest



Consent



#### Purposes (Consent)

- 1) Store and/or access information on a device

#### Purposes (Legitimate Interest)

- 2) Select basic ads
- 7) Measure ad performance

#### Special Purposes

- 1) Ensure security, prevent fraud, and debug
- 2) Technically deliver ads or content

#### Features

- 1) Match and combine offline data sources
- 2) Link different devices
- 3) Receive and use automatically-sent device characteristics for identification

#### Special Features

- 1) Use precise geolocation data
- 2) Actively scan device characteristics for identification

Privacy Policy: <https://converge-digital.com/privacy-policy/>

#### Cookie Market LTD

Legitimate  
Interest



Consent



#### Purposes (Consent)

- 1) Store and/or access information on a device
- 3) Create a personalised ads profile





## MANAGE SETTINGS

Purposes

ACCEPT ALL

REJECT ALL

SAVE & EXIT

See the partners we work with below. Expand each one to see how they process your data.

### Partners who are not part of the IAB TCF

Facebook



Amazon



### Partners who are part of the IAB TCF

#### Converge-Digital

Legitimate Interest



Consent



#### Purposes (Consent)

- 1) Store and/or access information on a device

#### Purposes (Legitimate Interest)

- 2) Select basic ads
- 7) Measure ad performance

#### Special Purposes

- 1) Ensure security, prevent fraud, and debug
- 2) Technically deliver ads or content

#### Features

- 1) Match and combine offline data sources
- 2) Link different devices
- 3) Receive and use automatically-sent device characteristics for identification

#### Special Features

- 1) Use precise geolocation data
- 2) Actively scan device characteristics for identification

Privacy Policy: <https://converge-digital.com/privacy-policy/>

#### Cookie Market LTD

Legitimate Interest



Consent



#### Purposes (Consent)

- 1) Store and/or access information on a device
- 3) Create a personalised ads profile

**v2 Policy Check 19**  
Review vendor info





# MANAGE SETTINGS

Purposes

ACCEPT ALL

REJECT ALL

SAVE & EXIT

See the partners we work with below. Expand each one to see how they process your data.

## Partners who are not part of the IAB TCF

Facebook

Amazon

## Partners who are part of the IAB TCF

### Converge-Digital

Legitimate Interest

Consent



#### Purposes (Consent)

- 1) Store and/or access information on a device

#### Purposes (Legitimate Interest)

- 2) Select basic ads
- 7) Measure ad performance

#### Special Features

- aud, and debug content

#### Features

- data sources
- locally-sent device characteristics for identification

#### Special Features

- 1) Use precise geolocation data
- 2) Actively scan device characteristics for identification

Privacy Policy: <https://converge-digital.com/privacy-policy/>

### Cookie Market LTD

Legitimate Interest

Consent



#### Purposes (Consent)

- 1) Store and/or access information on a device
- 3) Create a personalised ads profile



**v2 Policy Check 22**  
 Scope of legitimate interest data processed by vendor



## MANAGE SETTINGS

Purposes

ACCEPT ALL

REJECT ALL

SAVE &amp; EXIT

See the partners we work with below. Expand each one to see how they process your data.

## Partners who are not part of the IAB TCF

Facebook



Amazon



## Partners who are part of the IAB TCF

## Converge-Digital

Legitimate Interest



Consent



## Purposes (Consent)

- 1) Store and/or access information on a device

## Purposes (Legitimate Interest)

- 2) Select basic ads
- 7) Measure ad performance

## Special Purposes

- 1) Ensure security, prevent fraud, and debug
- 2) Technically deliver ads or content

## Features

- 1) Match and combine offline data sources
- 2) Link different devices
- 3) Receive and use automatically-sent device characteristics for identification

## Special Features

- 1) Use precise geolocation data
- 2) Actively scan device characteristics for identification

Privacy Policy: <https://converge-digital.com/privacy-policy/>

**v2 Policy Check 23**  
Object to legitimate interest processing per vendor

## Cookie Market LTD

Legitimate Interest



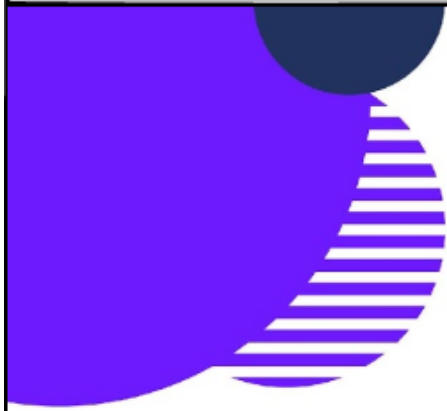
Consent



## Purposes (Consent)

- 1) Store and/or access information on a device
- 3) Create a personalised ads profile





# Thank You

