Training 3: What actually happens when we switch over? A deep dive on the process of switching from TCF v1.1 to TCF v2.0
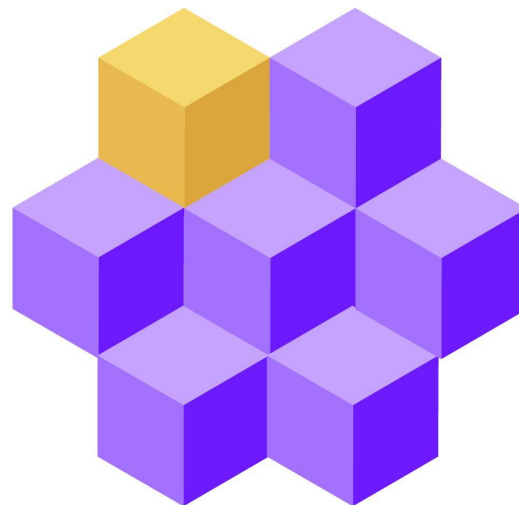
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Heinz Baumann, Head of Product Engineering Privacy at Quantcast

Daniel Spring, Director of Product Management at Verizon Media

Jill Wittkopp, Director of Product at IAB Tech Lab
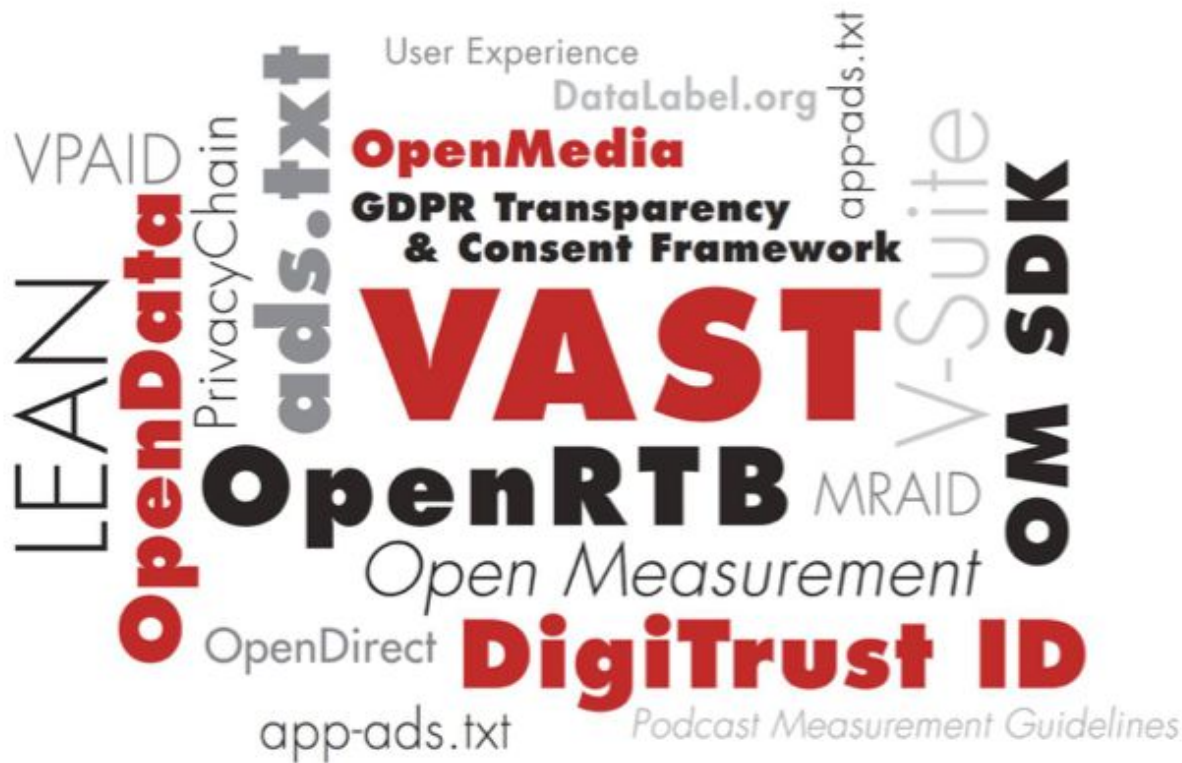
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AGENDA

- Introduction to IAB Tech Lab & Transparency and Consent Framework
- Why does the transition from v1.1 to v2.0 matter?
- What do I do as a CMP?
- What does this mean for Advertisers & Publishers?
- What do I do as an AdTech Vendor?
- Q&A

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HOW IAB TECHLAB HELPS

Sharing the cost, sharing the benefits

Member-driven, member-developed

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

Broad availability & utility, by design

We live this – as a neutral, transparent, open-source, non-profit org

HOW IAB TECHLAB HELPS

VPAID PrivacyChain ads.txt User Experience DataLabel.org app-ads.txt OpenMedia GDPR Transparency & Consent Framework V-Suite OM SDK LEAN OpenData VAST OpenRTB MRAID Open Measurement OpenDirect DigiTrust ID app-ads.txt Podcast Measurement Guidelines

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WHY DOES THE TRANSITION FROM v1.1 to v2.0 MATTER?

TCF V2

Culmination of a year of DPA and market feedback on TCF

- Focus on clearer, more detailed purposes

- Not backwards compatible

    - While Vendors can support v1.1 and v2.0 simultaneously, Publishers cannot

    - A publisher will need to launch with v2.0 support and will then only be able to communicate with vendors that are 2.0 ready.

WHAT DO I DO AS A CMP?

What does a CMP have to do to support TCF v2? (1 of 6)

!! Incompatible with TCFv1 !!

Most likely requires a complete redesign and rewrite of your CMP

CMPs will have to pass v2 validation before they can deploy a v2 CMP

- Validated CMP list available on at
  https://iabeurope.eu/cmp-list/
- Will have a separate section for v2 validated CMPs

What does a CMP have to do to support TCF v2? (2 of 6)

New API interface, simplified command structure

- ○ __cmp() -> __tcfapi()

- ○ additional parameter (version)
- ○ simplified commands e.g getTCData (replaces getConsentData, getPublsiherConsent and getVendorConsent)

- ○ added TCData object

- ○ added addEventListener

- ○ better support for mobile app (getInAppTCData)

TCData Object

- Contains both the encoded and unencoded values of the TC String

- information about the CMP eventStatus

- Whether GDPR applies to this user in this context

```
TCData = {
  tcString: 'base64url-encoded TC string with segments' ,
  tcfPolicyVersion : 2,
  cmpId:1000,
  cmpVersion : 1000,

  /**
   * true - GDPR Applies
   * false - GDPR Does not apply
   * undefined - unknown whether GDPR Applies
   * see the section: "What does the gdprApplies value mean?"
   */
  gdprApplies : Boolean,

  ....
```

addEventListener/removeEventListener methods

- Allows to add a callback to the cmp that will be invoked with the TCData object as an argument whenever the TC String is changed and a new one is available

```
const callback = (tcData, success) => {
  if(success && tcData.eventStatus === 'tcloaded') {
    // do something with tcData.tcString
    // remove the ourself to not get called more than once
      tcfapi('removeEventListener' , 2, (success) => {
      if(success) {
        // oh good...
      }
    }, callback);

  } else {
    // do something else
  }
}
__tcfapi('addEventListener' , 2, callback);
```

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What does a CMP have to do to support TCF v2? (5 of 6)

Mobile In-App Support

- In-app support is integrated into the TCF v2 specification
- CMP command getInAppTCData
  - Allows a mobile in-app CMP that uses a web-based UI in a mobile web view to retrieve the TC String and pre-parsed TC signals from that web-based UI for the purpose of storing them in the NSUserDefaults(iOS) or SharedPreferences(Android).
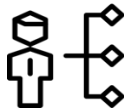
What does a CMP have to do to support TCF v2? (6 of 6)

New policy requirements require new UX workflow
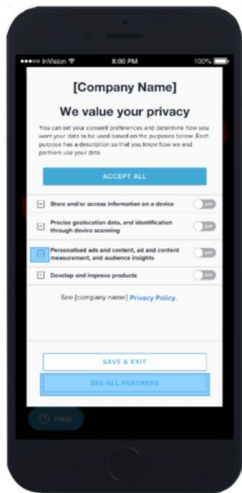
01	**02**	**03**	**04**	**05**
Increased transparency & user control (Consent and LI)	Purposes go from 5 to 12	Stacks	New Publisher and Advertiser Controls	Flexible Legal Bases

WHAT DOES THIS MEAN FOR ADVERTISERS & PUBLISHERS?

When TCFv2 support be available to publishers/advertisers?

- TCFv2 is available today
- Policy and specs can be found on the IAB Europe web page or the IAB Tech Lab github respectively

CMP providers will, if they haven't yet, start to announce support of TCF v2 throughout the next months

You should be able to check here for v2 ready CMPs
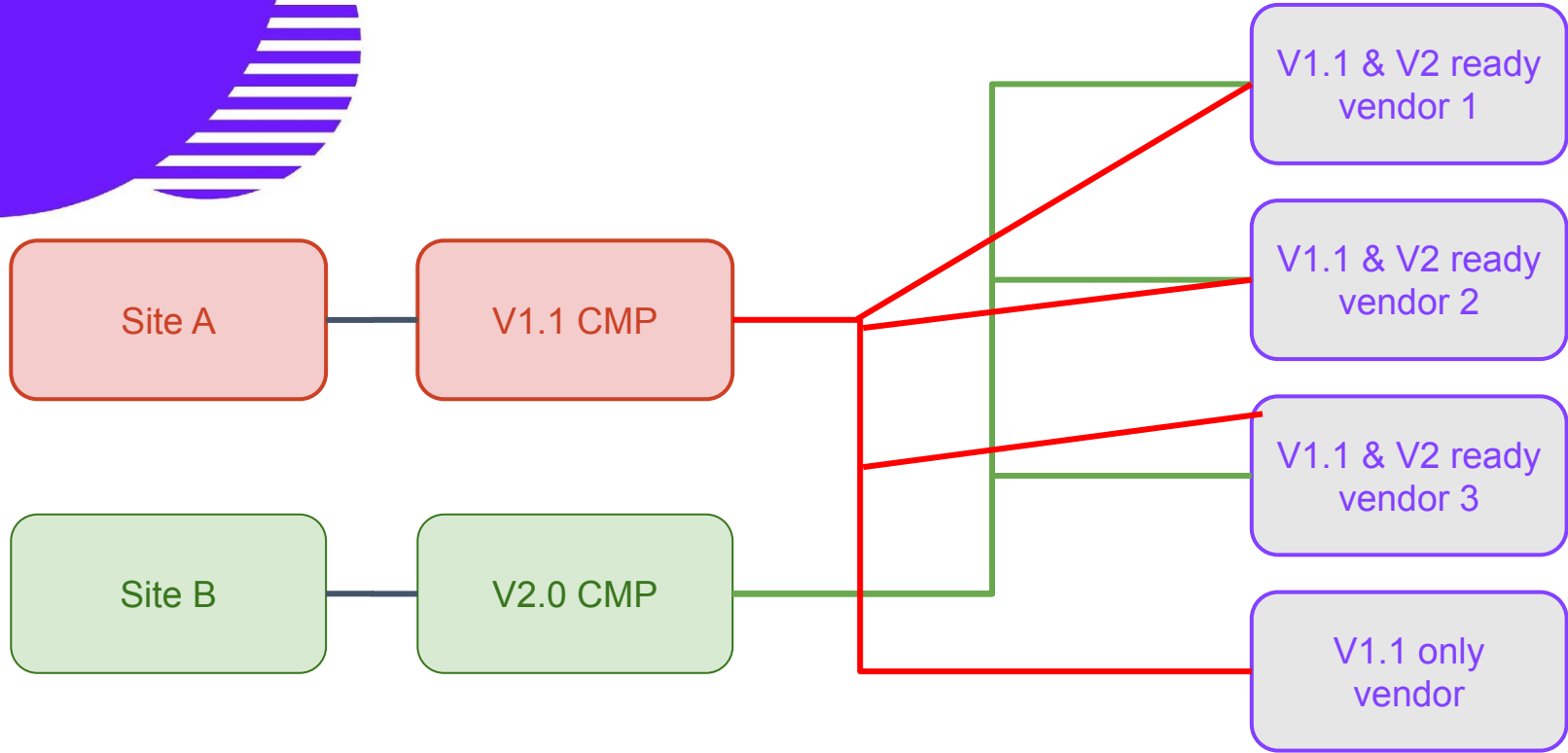
https://iabeurope.eu/cmp-list/

What steps do publishers have to take when available?

- What platform support do you need? Web, Mobile, OTT, CTV?
- Which CMP provider can provide that support or perhaps you build a CMP in-house?
- Review the purposes and which stacks you have to request consent for
- Which vendors do I present to my users
- Do you want to apply consent/LI overrides for your selected vendors?
- Time the roll out of your TCFv2 support based on your vendors support of TCFv2
- TCFv2 is incompatible with TCFv1, you will need to re-implement the CMP JS code/tag on your webpage

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WHAT DO I DO AS AN ADTECH VENDOR?

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Supporting v1 and v2 in parallel

Site A — V1.1 CMP

Site B — V2.0 CMP

V1.1 & V2 ready vendor 1

V1.1 & V2 ready vendor 2

V1.1 & V2 ready vendor 3

V1.1 only vendor

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What do vendors need to do?

First and foremost: work toward v2 support ASAP!

- Register for v2 and declare your purposes and legal bases

- No backward compatibility - **cannot "fall back" to v1**

- Publishers can't support v1 and v2 simultaneously

- Vendors must be ready in enough time to give publishers adequate transition time - **Register v2 by March 31**

- Must support both v1 and v2 in parallel until v1 is fully deprecated - **No later than end of Q2**

- **When ready, update v2 GVL registration to indicate you are operationally ready to support v2 TC strings**

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Important new features for vendors

Flexible legal basis

Vendors and support multiple legal bases for maximum flexibility

Purpose 1 Treatment

Support for for jurisdictional variances Storage & Access (e.g., Germany)

Strengthened Policies

Strong UI/UX policies and required disclosures, including record keeping

Strengthened Controls

Controls to handle publishers using custom stacks

GDPR

Legitimate Interest Support

Support for LI processing: transparency and objection bits in TC string

Out-of-Band Legal Basis

Vendors relying on global consent can rely on OOB consent subject to policies

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Passing TCF parameters

URL query parameters

- *gdpr* (1 or 0) - Jurisdiction
- *gdpr_consent* (base64 encoded, web-safe string) - TC string

OpenRTB

- *Regs.ext.gdpr* (1 or 0) - Jurisdiction
- *User.ext.consent* (base64 encoded, web-safe string) - TC string

Same package, new contents!

Querying the CMP

- V2 introduces a new function signature and new commands to retrieve consent data
- The callback object schema is also updated to include granular settings
- New "addEventListener" command has been added to be notified in the event that the TC string is updated

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	v1.1	v2.0
Function name	__cmp(Command, Parameter, Callback)	__tcfapi(command, version, callback, parameter)
Command to get the TC string	getConsentData	getTCData
Callback function signature	Callback(VendorConsentData object, success: boolean)	Callback function(tcData: TCData, success: boolean)

Callback object	{
	    consentData: [base64url-encoded] string,
	    gdprApplies: *Boolean*,
	    hasGlobalScope: *Boolean*
	}
		[Spec reference](#)

Consent string object property (base64url-encoded)	consentData	tcString

Must be able to support querying both v1.1 and v2 CMPs

Q&A

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