

Dated: 27th January 2020

Subject: Priority Update: TCF V2.0 Registration

Dear All,

The March 31st “switch-over” from TCF v1.1 to TCF v2.0 is fast approaching. As a reminder, this is the date by which we need the maximum number of vendors and CMPs set up to support TCF v2.0 in order for publishers to be able to make the switch to TCF v2.0.

TCF v2.0 is a superior product to TCF v1.1, with granularity in user choices that data protection authorities have asked for and features and functionality that publishers wanted to see. It is the version of the TCF that Google is implementing. TCF v2.0 will bring an important step-change in digital advertising legal compliance and in the perception of the industry held by regulators.

Technical support for TCF v1.1 will be extended past this date, but the exact timing of the final cut-off for support for v1.1 is to be decided and it will certainly not be later than the end of Q2 (30th June 2020). It is critical that all vendors to complete TCF v2.0 registration by March 31st.

When completing your TCF v2.0 registration you have the option to positively confirm that you are already operational for TCF v2.0 or not. If you **do not** confirm you are operational for TCF v2.0, then your registration will not be published in the TCF v2.0 GVL JSON [here](#). **This means that your v2.0 registration choices will not be visible to anyone other than you.** Importantly your *intention to support TCF v2.0* will be captured and visible to all, and IAB Europe and the TCF Steering Group will be able to signal to the market how many vendors are gearing up to support TCF v2.0. As soon as you are operational for v2.0, you can update the confirmation field in TCF v2.0 registration and make any other amendments to your registration. You will then be published in the GVL TCF v2.0 JSON.

If you have already registered for TCF v1.1 but not for v2.0, you can update your registration to include TCF v2.0 by following the log-in process [here](#). This will take you to your TCF v1.1 registration details and enable you to complete and add TCF v2.0 registration.

Please note the schedule of switch-over webinar workshops being held by IAB Europe and the TCF Steering group to provide support and guidance to CMPs and Vendors working on v2.0 implementation. Since all webinars are being recorded, if you have missed one, or cannot make one that has yet to take place, you always have the option of watching them again by consulting [THIS PAGE](#) on our website.

For full workshop details and registration links, please visit the IAB Europe website or click [HERE](#).



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I would be pleased to hear directly from you at any time with a question or a comment about the TCF.

Thank you for your continued investment in this important digital industry standard.

Yours sincerely,

Townsend Feehan

CEO IAB Europe