

Dated: 29th August 2019

Subject: Notification of the TCF v2.0 CMP & Vendor Information webinar

Dear TCF registered CMPs & Vendors,

We would like to invite you to join an information webinar for CMPs & Vendors as part of IAB Europe's launch of the [TCF v2.0](#).

The Transparency & Consent (TCF) v2.0 is the product of 12 months of reflection begun in response to feedback from the market, notably publishers, and from EU Member State data protection authorities (DPAs). Launched on the 21st August 2019, the vision for TCF v2.0 is to provide enhanced transparency and choice to consumers and greater control to publishers.

IAB Europe in partnership with IAB Tech Lab will host a dedicated information session for CMPs & Vendors on Wednesday 4th September at 5:00 PM - 6:10 PM CET. The webinar will provide a full overview on the updated policies and technical specifications of the TCF v2.0, with information on registration and next steps. It will conclude with a Q&A session so you can ask questions to the panel of speakers.

You can register here -

<https://register.gotowebinar.com/register/1533261669016439564>

The session will be recorded and shared with the TCF community shortly afterwards.

TCF v2.0 Information & Marketing Materials

In preparation of the webinar, you can review the updated Technical Specs & Policies [here](#).

Finally, To support the [launch of TCF v2.0](#), we have prepared marketing materials and collaterals to provide a clear overview of the framework, its mechanism, and what it entails for all stakeholders involved. From videos to handy guides, you will find everything you need below to get more familiar with TCF v2.0 and its latest updates [here](#).

Best regards,

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