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

Presented by: Patrick Verdon
Technical Director - IAB Europe
Agenda

- TCF v1.1 CMP UI Review
- TCF v2.0 CMP UI
- Q&A

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
<table>
<thead>
<tr>
<th></th>
<th>Policy Compliance Checks (TCF V1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Is 1st layer of UI prominently displayed?</td>
</tr>
<tr>
<td>2</td>
<td>Are all Purposes shown in the 1st layer of the user interface?</td>
</tr>
<tr>
<td>3</td>
<td>Is a link to Vendors provided in the 1st layer of the user interface?</td>
</tr>
<tr>
<td>4</td>
<td>Are calls to action of equal visual prominence?</td>
</tr>
<tr>
<td>5</td>
<td>Is the user informed of their right to withdraw consent at any time in the 1st layer and how to do so?</td>
</tr>
<tr>
<td>6</td>
<td>Are the consequences of consenting or not consenting explained in the 1st layer?</td>
</tr>
<tr>
<td>7</td>
<td>Is the user informed that access to information on their device is taking place by third parties in the 1st layer?</td>
</tr>
<tr>
<td>8</td>
<td>Is the user informed that their personal data is processed by third parties in the 1st layer?</td>
</tr>
<tr>
<td>9</td>
<td>Is the user able to review the full name and description of Purposes?</td>
</tr>
<tr>
<td>10</td>
<td>Is the user able to review the full name and description of Features?</td>
</tr>
<tr>
<td>11</td>
<td>Is the user able to review the Purposes of each Vendor?</td>
</tr>
<tr>
<td>12</td>
<td>Is the user able to review the Legal Bases for each Purpose of each Vendor?</td>
</tr>
<tr>
<td>13</td>
<td>Is the user able to review the Features for each Vendor?</td>
</tr>
<tr>
<td>14</td>
<td>Is the user able to find a link to a Privacy Policy for each Vendor?</td>
</tr>
<tr>
<td>15</td>
<td>Is there a way for the user to resurface the UI and change their preferences?</td>
</tr>
<tr>
<td>16</td>
<td>Is the UI using standard names and definitions of each</td>
</tr>
</tbody>
</table>
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
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May 1, 2011. Posted by Mike in lorem, ipsum, dolor
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MANAGE SETTINGS  ACCEPT ALL

View Partners

v1 Policy Check 3
Link to vendors
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May 1, 2011. Posted by Mike in lorem, ipsum, dolor.
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View Partners

v1 Policy Check 4
Equal prominence
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May 1, 2011. Posted by Mike in lorem, ipsum, dolor
Lorem 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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MANAGE SETTINGS     ACCEPT ALL

View Partners

v1 Policy Check 5
Withdraw consent & how
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May 1, 2011. Posted by Mike in lorem, ipsum, dolor
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MANAGE SETTINGS

ACCEPT ALL

View Partners
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May 1, 2011. Posted by Mike in lorem, ipsum, dolor
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- Personalisation
- 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
## Manage Settings

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

### Purposes

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Setting</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Information storage and access</td>
<td>Off</td>
</tr>
<tr>
<td>2) Personalisation</td>
<td>Off</td>
</tr>
<tr>
<td>3) Ad selection, delivery, reporting</td>
<td>Off</td>
</tr>
<tr>
<td>4) Content selection, delivery, reporting</td>
<td>Off</td>
</tr>
<tr>
<td>5) Measurement</td>
<td>Off</td>
</tr>
</tbody>
</table>

### Features

<table>
<thead>
<tr>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Matching Data to Offline Sources</td>
</tr>
<tr>
<td>2) Linking Devices</td>
</tr>
<tr>
<td>3) Precise Geographic Location Data</td>
</tr>
</tbody>
</table>

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

**v1 Policy Check 10**
Full name & description of features
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<table>
<thead>
<tr>
<th></th>
<th><strong>1) Information storage and access</strong></th>
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</tr>
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<td></td>
<td><strong>5) Measurement</strong></td>
<td>Off</td>
</tr>
</tbody>
</table>
MANAGE SETTINGS

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

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

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 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 for a purpose other than to personalise advertising and/or content for you.

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.
### MANAGE SETTINGS

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/privacy-policy/](https://www.emodoinc.com/privacy-policy/)

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Status</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1plusX AG</td>
<td>Off</td>
<td></td>
</tr>
<tr>
<td>33Across</td>
<td>Off</td>
<td></td>
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<tr>
<td>A.Mob</td>
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<tr>
<td>AAX LLC</td>
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<tr>
<td>Accelerize Inc.</td>
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<tr>
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<td>Acuityads Inc.</td>
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<tr>
<td>ad6media</td>
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<tr>
<td>Adacado Technologies Inc. (DBA Adacado)</td>
<td>Off</td>
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<td>adality GmbH</td>
<td>Off</td>
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<tr>
<td>ADARA MEDIA UNLIMITED</td>
<td>Off</td>
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</tr>
</tbody>
</table>

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_v1 Policy Check 11
Review purposes of each vendor_
See the partners we work with below. Expand each one to see how they process your data.

<table>
<thead>
<tr>
<th>Vendor Name</th>
<th>On/Off</th>
<th>Legal Bases for each purpose of each vendor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1020, Inc. dba Placecast and Ericsson Emodo</td>
<td>Off</td>
<td>v1 Policy Check 12</td>
</tr>
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MANAGE SETTINGS

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<table>
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<tr>
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</tr>
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<tr>
<td>1020, Inc. dba Placecast and Ericsson Emodo</td>
<td>Off</td>
<td>1) Information storage and access, 2) Personalisation, 3) Ad selection, delivery, reporting, 4) Content selection, delivery, reporting, 5) Measurement</td>
</tr>
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</table>

Privacy Policy: [https://www.emodoinc.com/privacy-policy](https://www.emodoinc.com/privacy-policy)

*Review features of each vendor*
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

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5) Measurement

The collection of information about your usage of the service. This includes combining with previously collected information, used to measure, understand and improve your usage of the service. 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.

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

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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
WE CARE ABOUT YOUR PRIVACY

We and our partners process personal data such as IP address, unique ID and browsing data for the purposes below. Choose whether to consent to all purposes and save your preferences:

- Store and/or access information on a device
- Personalised ads and content, ad and content measurement, audience insights and product development

For some of the purposes above we and our partners:

- Use precise geolocation data
- Actively scan 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

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**

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### MANAGE SETTINGS

**Partners**

- ACCEPT ALL
- REJECT ALL
- SAVE & EXIT

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### Purposes

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

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

2) **Select basic ads**

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**

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**

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**

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**

To select personalised content vendors can:
**Purposes, Special Purposes, Features, Special Features**

### 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
MANAGE SETTINGS

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

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

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.
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

<table>
<thead>
<tr>
<th>Partner</th>
<th>Purposes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td></td>
</tr>
<tr>
<td>Amazon</td>
<td></td>
</tr>
</tbody>
</table>

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<tr>
<td>AAX LLC</td>
<td>Consent</td>
</tr>
<tr>
<td>Adhese</td>
<td>Consent</td>
</tr>
<tr>
<td>adhood.com</td>
<td>Consent/Legitimate Interest</td>
</tr>
<tr>
<td>Adikteev / Emoteev</td>
<td>Consent</td>
</tr>
<tr>
<td>Adloox SA</td>
<td>Consent</td>
</tr>
<tr>
<td>Adludio Ltd</td>
<td>Consent</td>
</tr>
<tr>
<td>ADMAN - Phaistos Networks, S.A.</td>
<td>Consent</td>
</tr>
<tr>
<td>AdMaxim Inc.</td>
<td>Consent</td>
</tr>
<tr>
<td>Adnami ApS</td>
<td>Consent</td>
</tr>
<tr>
<td>adrule mobile GmbH</td>
<td>Consent/Legitimate Interest</td>
</tr>
<tr>
<td>Adserve.zone / Artworx AS</td>
<td>Consent</td>
</tr>
<tr>
<td>AdSpirit GmbH</td>
<td>Consent/Legitimate Interest</td>
</tr>
<tr>
<td>adsquare GmbH</td>
<td>Consent</td>
</tr>
<tr>
<td>Adssets AB</td>
<td>Consent</td>
</tr>
</tbody>
</table>
MANAGE SETTINGS

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

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


**Cookie Market LTD**

Purposes (Consent)
- 1) Store and/or access information on a device
- 3) Create a personalised ads profile
<table>
<thead>
<tr>
<th></th>
<th>Policy Compliance Checks (TCF V2)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Does the UI show Purposes and Features with their standard names or Stacks?</td>
<td>i</td>
</tr>
<tr>
<td>2</td>
<td>Can users review the standard legal text?</td>
<td>i</td>
</tr>
<tr>
<td>3</td>
<td>If the UI includes non-TCF Vendors, are they presented separately?</td>
<td>i</td>
</tr>
<tr>
<td>4</td>
<td>Is the UI prominently displayed, covering most of the website content?</td>
<td>i</td>
</tr>
<tr>
<td>5</td>
<td>Is the UI displayed separately from other information such as terms and conditions or the privacy policy?</td>
<td>i</td>
</tr>
<tr>
<td>6</td>
<td>Is a link to resurface the UI easily accessible?</td>
<td>i</td>
</tr>
<tr>
<td>7</td>
<td>Is the user able to withdraw their consent as easily as it was to give it?</td>
<td>i</td>
</tr>
<tr>
<td>8</td>
<td>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?</td>
<td>i</td>
</tr>
<tr>
<td>9</td>
<td>Does the 1st layer of the UI provide information about the processing of personal data by the publisher and third party Vendors?</td>
<td>i</td>
</tr>
<tr>
<td>10</td>
<td>Does the 1st layer of the UI provide an example of personal data processed?</td>
<td>i</td>
</tr>
<tr>
<td>11</td>
<td>Is there a direct link to the list of third parties in the 1st layer of the UI?</td>
<td>i</td>
</tr>
<tr>
<td>12</td>
<td>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?</td>
<td>i</td>
</tr>
<tr>
<td>13</td>
<td>Is there information about the consequences of consenting or not in the 1st layer of the UI?</td>
<td>i</td>
</tr>
<tr>
<td>14</td>
<td>Does the 1st layer of the UI provide information about the scope of the consent choice, i.e. global consent, service-</td>
<td>i</td>
</tr>
</tbody>
</table>
WE CARE ABOUT YOUR PRIVACY

We and our partners process personal data such as IP address, unique ID and browsing data for the purposes below. Choose whether to consent to all purposes and save your preferences:

- Store and/or access information on a device
- Personalised ads and content, ad and content measurement, audience insights and product development
- Use precise geolocation data
- Actively scan device characteristics for identification

For some of the purposes above we and our partners:

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
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[MANAGE SETTINGS] [SAVE & EXIT] [ACCEPT ALL]
Lorem ipsum dolor sit amet, consectetur

May 1, 2011. Posted by Mike in lorem, ipsum, dolor
Lorem 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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MANAGE SETTINGS  SAVE & EXIT  ACCEPT ALL
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- Store and/or access
- Personalised ads or content, measurement, audience insights

For some of the purposes, we will rely on our and our partners' 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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MANAGE SETTINGS | SAVE & EXIT | ACCEPT ALL
Lorem ipsum dolor sit amet, consectetur

May 1, 2011. Posted by Mike in lorem, ipsum, dolor
Lorem 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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MANAGE SETTINGS  SAVE & EXIT  ACCEPT ALL


## WE CARE ABOUT YOUR PRIVACY

We and our partners process personal data such as IP address, unique ID and browsing data for the purposes below. Choose whether to consent to all purposes and save your preferences:

| Purpose                                                                 | Consent
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Information on a device</td>
<td></td>
</tr>
<tr>
<td>Content, ad and content measurement, product development</td>
<td></td>
</tr>
<tr>
<td>v2 Policy Check 11 Direct link to 3rd parties</td>
<td></td>
</tr>
</tbody>
</table>

For a full list of the data we and our partners:

- Use precise geolocation data
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v2 Policy Check 14
Scope of consent choice

SAVE & EXIT
ACCEPT ALL
Lorem ipsum dolor sit amet, consectetur

May 1, 2011. Posted by Mike in lorem, ipsum, dolor
Lorem 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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MANAGE SETTINGS  v2 Policy Check 15 Withdraw consent & how  ACCEPT ALL
WE CARE ABOUT YOUR PRIVACY

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Settings Save & Exit Accept All
Lorem ipsum dolor sit amet, consectetur

May 1, 2011. Posted by Mike in lorem, ipsum, dolor
Lorem 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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- Actively scan device characteristics for identification

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v2 Policy Check 17
Legitimate interest right to object

SAVE & EXIT
ACCEPT ALL
Lorem ipsum dolor sit amet, consectetur.

May 1, 2011. Posted by Mike in lorem, ipsum, dolor.
Looorem ipsum dolor sit amet, consectetuer adipiscing elit. Phasellus semper dictum sem dictum scelerisque. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Aenean imperdiet dignissim velit eu congue. Mauris aliquet felis at lorem imperdiet et viverra est tincidunt. Duis commodo, odio at ornare ultricies. Nam non odio nec tortor viverra dictum.

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<table>
<thead>
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<th>Consent</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
</tr>
<tr>
<td>Personalised ads and content, ad and content measurement,</td>
<td></td>
</tr>
<tr>
<td>audience insights and product development</td>
<td></td>
</tr>
</tbody>
</table>

For some of the purposes above we and our partners:

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Consent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use precise geolocation data</td>
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<tr>
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<td></td>
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</table>

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- [Manage settings](#)
- [Save & Exit](#)
- [Accept all](#)
WE CARE ABOUT YOUR PRIVACY

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- Store and/or access information on a device
- Personalised ads and content, ad and content measurement, audience insights and product development

For some of the purposes above we and our partners:

- Use precise geolocation data
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MANAGE SETTINGS  SAVE & EXIT  ACCEPT ALL
MANAGE SETTINGS

Purposes

1) Store and/or access information on a device
   - Vendors can:
     - Store and access information on the device such as cookies and device identifiers presented to a user.

2) Select basic ads
   - To do basic ad selection vendors can:
     - Use real-time information about the context in which the ad will be seen, including information about the content and the device, such as: device 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
   - 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
   - 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
   - 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
   - To select personalised content vendors can:
MANAGE SETTINGS

Purposes

1) Store and/or access information on a device

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

2) Select basic ads

To do basic ad selection vendors can:
- Use real-time information about the context in which the ad will be shown, to control the display of ads, 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.

3) Create a personalised ads profile

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

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- 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

To select personalised content vendors can:

v2 Policy Check 21
User choices 'off' by default
<table>
<thead>
<tr>
<th>Purpose</th>
<th>Vendors can:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Store</td>
<td>Store and/or access information on a device such as cookies and device identifiers.</td>
</tr>
<tr>
<td>2. Select</td>
<td>Vendors can:</td>
</tr>
<tr>
<td>basic ads</td>
<td>Use real-time information about the context and the device, such as the user agent, URL, IP address, user location, or geolocation data. Use a user's non-precise geolocation data.</td>
</tr>
<tr>
<td>3. Create a personalized ads profile</td>
<td>To do basic ad selection vendors can:</td>
</tr>
<tr>
<td></td>
<td>Use real-time information about the context and the device, such as the user agent, URL, IP address, user location, or geolocation data. Use a user's non-precise geolocation data.</td>
</tr>
</tbody>
</table>

**To create a personalized ads profile vendors can:**

- Collect information about a user, including a user's activity, interests, demographics, and historical user data, including a user's prior activity, interests, visits to sites or apps, or demographic information.
- Create or edit a user profile for personalizing content.

**To select personalized content vendors can:**

- Collect information about a user, including a user's activity, interests, demographics, and historical user data, including a user's prior activity, interests, visits to sites or apps, or demographic information.
- Create or edit a user profile for personalizing content.

**To select personalized ads vendors can:**

- Collect information about a user, including a user's activity, interests, demographics, and historical user data, including a user's prior activity, interests, visits to sites or apps, or demographic information.
- Create or edit a user profile for personalizing content.
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

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

- **Facebook**
  - v2 Policy Check 3: Non-TCF vendors shown separately

- **Amazon**

### Partners who are part of the IAB TCF

- **Converge-Digital**
  - **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

- **Cookie Market LTD**
  - **Purposes (Consent)**
    - 1) Store and/or access information on a device
    - 3) Create a personalised ads profile
MANAGE SETTINGS

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**
  - Consent: [ ]
  - Legitimate Interest: [ ]

- **Amazon**
  - Consent: [ ]
  - Legitimate Interest: [ ]

### 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


### Cookie Market LTD

- **Consent**: [ ]

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

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**v2 Policy Check 19**

Review vendor info
MANAGE SETTINGS

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

Purposes (Consent)
1. Store and/or access information on a device

Purposes (Legitimate Interest)
2. Select basic ads
7. Measure ad performance

Scope of legitimate interest data processed by vendor:
- Store and/or access information on a device
- Use precise geolocation data
- Actively scan device characteristics for identification

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


Cookie Market LTD

Purposes (Consent)
1. Store and/or access information on a device
3. Create a personalised ads profile
MANAGE SETTINGS

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

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


Cookie Market LTD

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

v2 Policy Check 23
Object to legitimate interest processing per vendor
Q&A
Get in Touch

For general questions about the TCF: framework@iabeurope.eu

For questions about CMP compliance: tcf.compliance@iabeurope.eu
Thank You