



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

[iabeurope.eu](http://iabeurope.eu)

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.

January 21st 2020



<http://www.iabeurope.eu>



# TCF v1.1 CMP UI Review



## POLICY COMPLIANCE CHECKS (TCF V1)

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

**v1 Policy Check 2**  
Purposes

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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[MANAGE SETTINGS](#)

[ACCEPT ALL](#)

[View Partners](#)

**v1 Policy Check 3**  
Link to vendors





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Loorem 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 4**  
Equal prominence







# Lorem ipsum dolor sit amet, consectetur

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 by clicking on the cog icon in the bottom right hand corner.

[MANAGE SETTINGS](#)

[ACCEPT ALL](#)

[View Partners](#)

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





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impe

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- 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](#)

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

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

[MANAGE SETTINGS](#)

[ACCEPT ALL](#)

[View Partners](#)





## MANAGE SETTINGS

[View 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) Information storage and access

v1 Policy Check 9

Full name &  
description of  
purposes

Off



2) Personalisation



Off



3) Ad selection, delivery, reporting



Off



4) Content selection, delivery, reporting



Off



5) Measurement



Off



## Features

1) Matching Data to Offline Sources

v1 Policy Check 10

Full name &  
description of  
features

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 stored, on your device such as advertising identifiers, device identifiers, cookies, etc.

## 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



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 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 &amp; EXIT

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.emodoinc.com/privacy-policy/>

**v1 Policy Check 11**  
Review purposes  
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 &amp; EXIT

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-inc.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 &amp; EXIT

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.emodoinc.com/pri>

**v1 Policy Check 13**  
Review features 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 &amp; EXIT

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.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



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





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

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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.

## 5) Measurement



Off



The collection of information about your use of this service, and combination with previously collected information, used to measure, and to improve the delivery and effectiveness of 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 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.

v1 Policy Check 16  
Standard purpose  
& feature  
definitions



January 21st 2020



<http://www.iabeurope.eu>



# TCF v2.0 CMP UI



http://

9

**1st Layer Overview**

Purpose 1 &amp; Stack 42 (2, 3, 4, 5, 6, 7, 8, 9, 10)

Special Features

# Lorem ipsum dolor sit amet, consectetur

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Aenean imperdiet dignissim velit eu congue. Mauris aliquet felis at lorem imperdiet et viverra est tincidunt. Duis com...  
eu...

Mor...  
ipsu...  
impe...

## 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](#)[SAVE & EXIT](#)[ACCEPT ALL](#)



## 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

Consent

Adhese

Consent

adhood.com

Legitimate Interest Consent

Adikteev / Emoteev

Consent

Adloox SA

Consent

Adludio Ltd

Consent

ADMAN - Phaistos Networks, S.A.

Consent

AdMaxim Inc.

Consent

Adnami Aps

Consent

adrule mobile GmbH

Legitimate Interest Consent

Adserve.zone / Artworx AS

Consent

AdSpirit GmbH

Legitimate Interest Consent

adsquare GmbH

Legitimate Interest Consent

Adssets AB

Consent



## 2nd Layer Overview - Expanded 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

##### 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

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

**CMP Validator  
v2 policy checks**





# Lorem ipsum dolor sit amet, consectetur

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

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euismod...

Mor...  
ipsu...  
impe...



Co...

Peldi...

## 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 ☐

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MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL

v2 Policy Check 1  
Standard names





# Lorem ipsum dolor sit amet, consectetur

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

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Morbi  
ipsum  
imper



Co

Peldi

v2 Policy Check 4  
Prominence

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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](#):

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MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL





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

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Mor...  
ipsum...  
imper...



Co...

Peldi...

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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 ☐
- Actively scan 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







# Lorem ipsum dolor sit amet, consectetur

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

Loorem 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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ipsu...  
impe...



Co...

Peldi...

## 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 ☐
- Actively scan device characteristics for identification ☐

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MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL

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





# Lorem ipsum dolor sit amet, consectetur

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

Loorem 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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Mor...



Co...

Peldi...

## 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 your device **v2 Policy Check 9** ☐
- Personalised ads and analytics **Personal data processed by 3rd parties** ☐

For some of the purposes below, we need your consent:

- 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.

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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](#)

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euis

Mor...  
ipsu...  
impe...



Co...

Peldi...

## WE CARE ABOUT YOUR PRIVACY

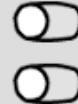
We and our partners process personal data such as IP address, unique ID and browsing data for the purposes below. Choose whether to consent to all purposes and save your preferences:

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

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

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.

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MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL





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

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euismod...

Mor...  
ipsu...  
impe...



Co...

Peldi...

## 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. Please choose whether to consent to all purposes and save your preferences:

### v2 Policy Check 11

Direct link to 3rd parties

Information on a device



Content, ad and content measurement, product development



For the following purposes, we and our partners:

- Use precise geolocation data



- Actively scan device characteristics for identification



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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](#)

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Co...

Peldi...

## 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.

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[MANAGE SETTINGS](#)[SAVE & EXIT](#)[ACCEPT ALL](#)

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







# Lorem ipsum dolor sit amet, consectetur

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

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eius

Mor  
ipsu  
impe

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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 ☐
- 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.

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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](#)

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Mor...  
ipsum...  
imper...



Co...

Peldi...

## 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 ☐
- 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.

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[MANAGE SETTINGS](#)[ACCEPT ALL](#)

**v2 Policy Check 15**  
Withdraw consent &  
how









# Lorem ipsum dolor sit amet, consectetur

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

Loorem 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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Peldi...

## WE CARE ABOUT YOUR PRIVACY

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- 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 choice  
sites that  
your cons...

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

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

N

SAVE & EXIT

ACCEPT ALL





# Lorem ipsum dolor sit amet, consectetur

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

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MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL

v2 Policy Check 18  
Accept & settings  
calls to action





# Lorem ipsum dolor sit amet, consectetur

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

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MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL

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





## 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 &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

v2 Policy Check 3  
Non-TCF vendors  
shown separately



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

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 &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/>

## Cookie Market LTD

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 &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 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

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 &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/>

## Cookie Market LTD

Consent



## 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





January 21st 2020



<http://www.iabeurope.eu>

Q

Q&A



# Get in Touch

For general questions about the TCF:  
[framework@iabeurope.eu](mailto:framework@iabeurope.eu)

For questions about CMP compliance:  
[tcf.compliance@iabeurope.eu](mailto:tcf.compliance@iabeurope.eu)

January 21st 2020



<http://www.iabeurope.eu>



Thank You