

TRANSPARENCY & CONSENT FRAMEWORK V2.0

FACT SHEET FOR ADVERTISERS & AGENCIES

The vision for TCF v2.0 is to provide enhanced transparency and choice to consumers and greater control to publishers.

What is the IAB Europe Transparency and Consent Framework?

The Transparency and Consent Framework (TCF) was created to help all parties who display and manage digital advertising and develop targeted content comply with the European Union's General Data Protection Regulation (GDPR) and ePrivacy Directive (ePD) when processing personal data and/or accessing and/or storing information on a user's device.

Developed by IAB Europe in collaboration with organisations and professionals in the digital advertising and publishing industries, the first version of the TCF was launched on 25 April 2018. It provides a means of transmitting signals of consent from a user to vendors working with publishers using a Consent Management Platform (CMP). CMPs centralise and manage transparency for, and consent and objections of the end user.

The user is therefore the principal focus of the TCF, designed to give them both transparency over the use of their data and control over how their data could be used if consent is given.

What does the TCF provide for Advertisers and Agencies?

Advertisers like publishers are Website operators that have a direct relationship with end users. This relationship can be via website, app or other content. Where digital advertisements are displayed or user information is collected and used for digital advertising, measurement and analytics, or content personalisation then the operator is required to capture user consent preferences and make sure that the consent signal is shared across the ecosystem of vendors that the website operator is working with.

Advertisers must read and follow TCF Policy, specifically Policy that relates to the user interface that ensures a consistent presentation of the purpose and legal basis for which the vendors they wish to work with may process personal data based on a user's visit to the publisher's website, app or other content.

Website operators need to select a CMP that provides a consent solution that meets their specific needs. Alternatively, website operators can choose to become a CMP and build their own consent solution.

The development of a consent solution is not a simple task and requires developers with advanced skills in JavaScript, reading/writing of cookies, network configuration and the differences between browsers, especially around security setting defaults and responsive UX rendering.

CMPs must also respond quickly to changes in IAB Europe TCF specifications and Policies. They must also pass the annual CMP validation test that ensures compliance with TCF specifications and Policies.

How does the TCF work?

The Framework consists of open-source technical specifications managed by the IAB Tech Lab, and policies managed by IAB Europe. It has been designed to standardise the provision of notice about personal data processing, and the transmission of signals about user choices and transparency related to data processing, so that the digital advertising supply chain can continue to function in a way that aligns with GDPR requirements.

The Framework thus facilitates providing transparency and obtaining consent, and makes this information available across the digital advertising supply chain. To enable Consent Management Platforms (CMPs) to send consent signals, and technology providers (vendors) to receive relevant signals under a common Framework of policy adherence, IAB Europe requires registration to a central registry: the Global Vendor List (GVL) for vendors and CMP list for CMPs. The GVL centralises participating vendors in one location, complete with identification number and information about the ways companies intend to comply with the law. Publishers can use the GVL to view which vendors are a part of the Framework, and determine which vendors to include in the transparency and consent user interfaces they make available on their sites.

What is the TCF V2.0?

Successful management of technical frameworks requires continual consultation with its users and the broad base of stakeholders. For the TCF, that includes publishers, advertisers, media agencies, and technology providers. Over the past 12 months, stakeholder feedback has been sought, most notably from the publisher community, providing valuable feedback on how the framework can be improved and better serve the community. This has driven the creation and purpose of TCF v2.0. In addition, feedback from regulators on the TCF was sought and incorporated.

Launched on the 21st August 2019, TCF v2.0 has been developed to provide both users and publishers with greater transparency and control.

Who are the TCF v2.0 contributors?

The community of TCF stakeholders is broad and includes publishers, technology providers and advertising and media agencies. IAB Europe as the Managing Organisation (MO) of the TCF established a TCF Steering Group (SG) whose mission is to bring together these stakeholders to actively contribute to iterating on the Policy of the TCF and engage with the IAB Tech Lab, which owns iterating on the technical specifications.

What are the new benefits of the TCF v2.0?

TCF v2.0 continues to support the overall drive of the TCF to increase user transparency and choice, management by digital properties of consent and compliance and industry collaboration that centres on standardisation.

Specifically TCF v2.0 is supporting more:

- **Choice** - through revised definitions and descriptions of data processing purposes that combine greater granularity (now increased from 5 to 10 purposes with the addition of 2 special purposes, and 2 features and 2 special features) that will enable users to make informed choices regarding the processing of their personal data
- **Transparency** - with a more complete accommodation of the “legitimate interests” legal basis for data processing and the introduction of signals that allow CMPs to offer users a streamlined means of exercising the “right to object” to processing on the basis of a “legitimate interest”
- **Control** - with new, granular controls for publishers about the data processing purposes permitted by them on a per vendor basis
- **Compliance** - through greater support for the users of the framework in their application of the policies, terms and conditions and technical specifications with increased investment by IAB Europe in the resource to support this

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Made up 10 National IABs and 55 plus organisations including EU level associations, publishers, media owners, technology providers and media agencies, the SG enabled an inclusive, fair and consensus-based participation of stakeholders to deliver TCF v2.0.



How does registration to the TCF v2.0 work?

TCF v2.0 will operate in market alongside TCF v1.1 through to the close of Q1 2020. This will provide publisher websites and CMPs with an appropriate timeframe in which to adopt TCF v2.0.

Registration for the Global Vendor List (GVL) and CMP list is open for vendors and CMPs to apply for approval to operate in the IAB Europe Transparency and Consent Framework (TCF). Agencies and Advertisers do not need to register or pay to be a part of the TCF if they are not a vendor or a CMP.

The registration process facilitates adherence to the TCF Policy and Terms & Conditions by both Vendors and CMPs to provide transparency into how companies intend to comply with GDPR requirements, centralised into one location. Publishers can view the GVL and CMP lists to see if their CMP and Vendors are registered.

Find out more

Please visit www.iabeurope.eu/tcf or email framework@iabeurope.eu

