



IAB TCF v2.2

23/08/2023

didomi.io

On the call today



Jeff Wheeler

VP of Product

Didomi



IAB TCF v2.2

Agenda

- Introduction
- Didomi x IAB collaboration
- Demo
- Comparison of V2.1 and V2.2
- Questions?

Introduction

Didomi is the highest-performing CMP on the market.

Didomi is purpose-built to help companies cultivate closer relationships with their customers, which drives increased engagement, brand connection and revenue.

Opt-in rates up to 99% | 95% client retention rate

+200k

Websites & apps where Didomi is deployed

+100bn

Pages viewed with Didomi consent granted

+2bn

Devices on which Didomi collects consent each quarter



Trusted by



Awards & Acknowledgements



Didomi x IAB collaboration

Didomi x IAB collaboration

Our history with IAB

- One of the first CMPs to implement the IAB framework.
- Part of all working subgroups for IAB Europe and IAB US.
- Our **Chief Privacy Officer, Thomas Adhumeau** is **Chair of IAB Europe's TCF DPA Outreach Working Group**.



DIDOMI



iab.
europe

interactive
advertising
bureau

Demo

Smart vendor list

Consent notice - Template #1

Next >

Choose one or more domains (step 1). Then choose the vendors to be added to your vendor list (step 2).

The compliance monitoring checks for all active vendors. If one of your domains is missing from the list below, please ensure it is added in your compliance monitoring.

1. Choose from your domains

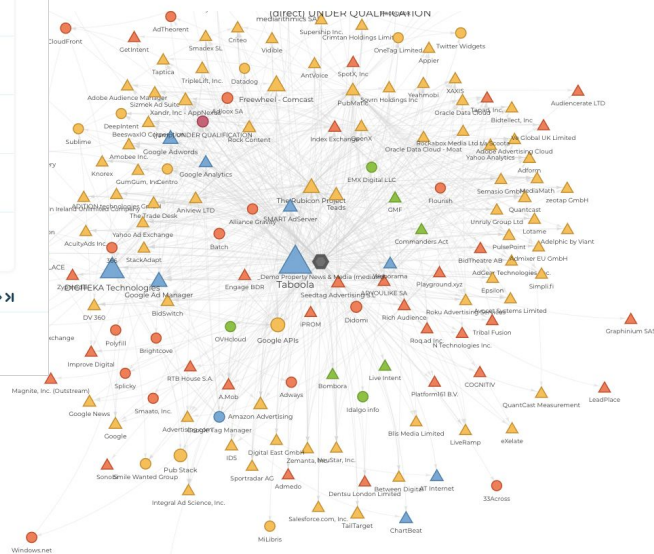
2. Confirm vendor selection

46 domains

<input type="checkbox"/>	DOMAIN NAME ↑	IAB VENDORS ?	GOOGLE ATP VENDORS ?	CUSTOM VENDORS ?	UNMATCHED VENDORS ?	LAST REPORT	ACTIONS
<input type="checkbox"/>	[Domain Icon]	6	-	-	11	August 01 2023 at 04:07	⋮
<input type="checkbox"/>	[Domain Icon]	6	-	-	11	August 01 2023 at 03:44	⋮
<input type="checkbox"/>	[Domain Icon]	6	-	-	11	August 01 2023 at 05:38	⋮
<input type="checkbox"/>	[Domain Icon]	6	-	-	11	August 01 2023 at 03:11	⋮
<input type="checkbox"/>	[Domain Icon]	6	-	-	11	August 01 2023 at 04:10	⋮

Rows per page 5 << 26-30 of 46 >>

Next >





My notice #001

Notice type Website | Framework IAB TCF



Publish

1. Regulations

2. Customization

3. Publication

Look & feel

Content editor

Integrations

Advanced settings

Tag Managers

Advertising



IAB Transparency & Consent framework (v2.1)

We automatically share consent choices with IAB vendors belonging to the IAB TCF framework and for whom you collect consent. If you are using Prebid, make sure to configure it to obtain consent from our CMP. By using the IAB TCF, you agree to comply with IAB TCF policies in your texts and customizations. IAB TCF will be disabled for non-compliant notices.

Documentation

IAB TCF version 2 - Migration guide - Web

All notices must comply with TCF 2.2 as of November 20th, 2023.



Important: TCF v2.2 updates are not reversible.

[Update to TCF V2.2](#)

[Read more about the IAB TCF](#)

[Configure prebid for the Didomi CMP](#)

Explore all the available integrations on the Marketplace

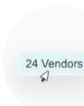
Learn more

[Learn more](#)

Vendor number display



Display **total number of** IAB vendors on 1st layer



Display **total number of** vendors on 1st layer



Good to know!
What are platforms



CREATE A NOTICE

Select the platform for your notice

**Website**

Create a consent notice for a website.

**AMP website**

Create a consent notice for a website built with AMP.

**Mobile app**

Create a consent notice for a mobile app on iOS or Android (native or Unity).

**CTV App**

Create a consent notice for a smart tv. Supports tv OS, Android or web-based OS.



Go to next step





Smart vendor list

Consent notice - Template #1

Add these vendors

Choose one or more domains (step 1). Then choose the vendors to be added to your vendor list (step 2).
 The compliance monitoring checks for all active vendors. If one of your domains is missing from the list below, please ensure it is added in your compliance monitoring.

1. Choose from your domains

2. Confirm vendor selection

21 vendors from 4 domains ?

Vendor type ▼ 🔍

VENDOR NAME	VENDOR TYPE	
██████████	Unmatched	Find a match
██████████	Unmatched	Find a match
██████████	Custom	
██████████	Custom	
██████████	Custom	
██████████	Custom	
██████████	Custom	
██████████	Custom	
██████████	Custom	

Vendor selection options

Type of vendor:

- IAB (3) ?
- Google ATP (0) ?
- Custom (9) ?

Keep previous selection?

- Yes, merge with new vendors
- No, replace all

9 unmatched vendors. Please match these vendors before continuing. [Close](#)

Add these vendors

Comparison: TCF v2.1 vs v2.2

TCF v2.1 VS v2.2 | 1st layer

TCF v2.1

[Continue without agreeing →](#)

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We and our partners do the following data processing:

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

[Learn More →](#)

[Agree and close](#)

TCF v2.1 VS v2.2 | 1st layer

TCF v2.2

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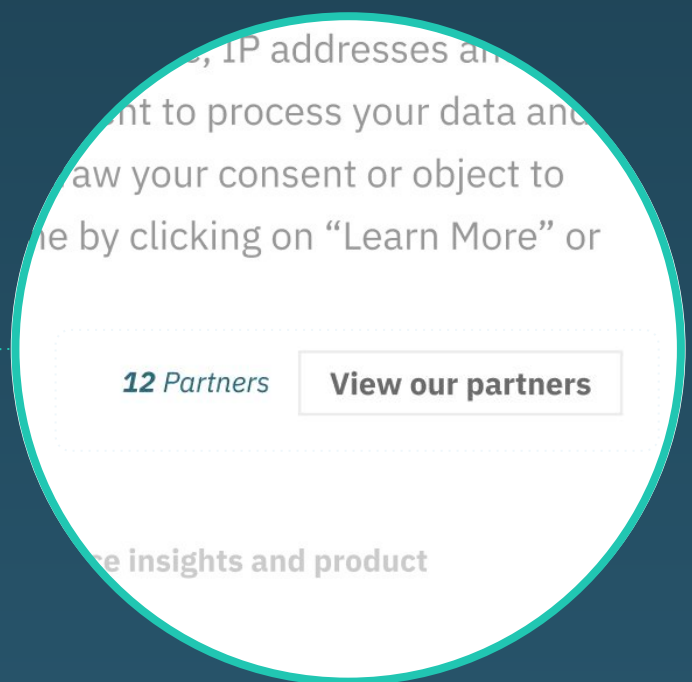
12 Partners [View our partners](#)

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[Agree and Close](#)



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TCF v2.2

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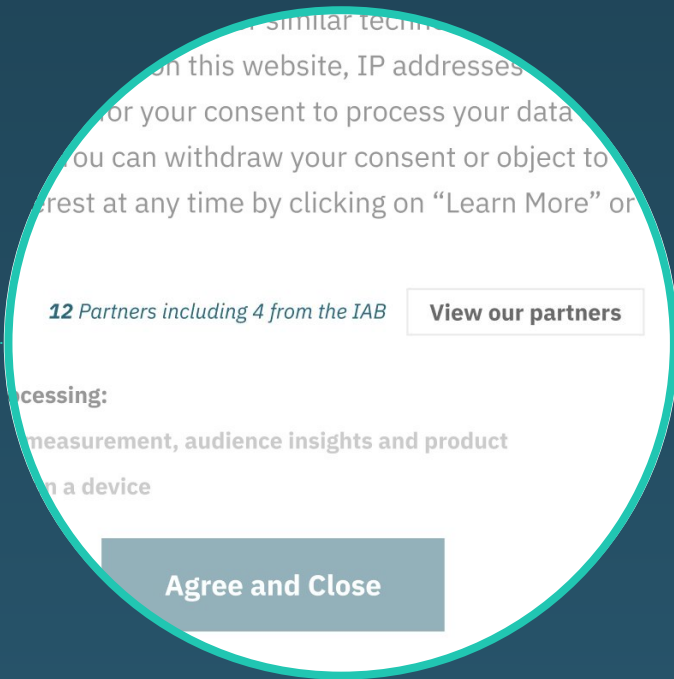
12 Partners including 4 from the IAB [View our partners](#)

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Agree and Close



TCF v2.1 VS v2.2 | 2nd layer


TCF v2.1

Consent Management
✕

We and our partners place cookies, access and use non-sensitive information from your device to improve our products and personalize ads and other contents throughout this website. You may accept all or part of these operations. To learn more about cookies, partners, and how we use your data, to review your options or these operations for each partner, visit our [privacy policy](#).

YOU ALLOW

+ Store and/or access information on a device	<input type="button" value="Disagree"/> <input type="button" value="Agree"/>
+ Create a personalised ads profile	<input type="button" value="Disagree"/> <input type="button" value="Agree"/>
+ Select personalised ads	<input type="button" value="Disagree"/> <input type="button" value="Agree"/>

PRIVACY MANAGEMENT
BY DIDOMI 

TCF v2.1 VS v2.2 | 2nd layer

TCF v2.2

Consent Management ✕

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YOU ALLOW

- + Measure content performance** 2 Vendors Disagree Agree
- + Use profiles to select personalised content** 9 Vendors Disagree Agree
- + Store and/or access information on a device** 2 Vendors Disagree Agree

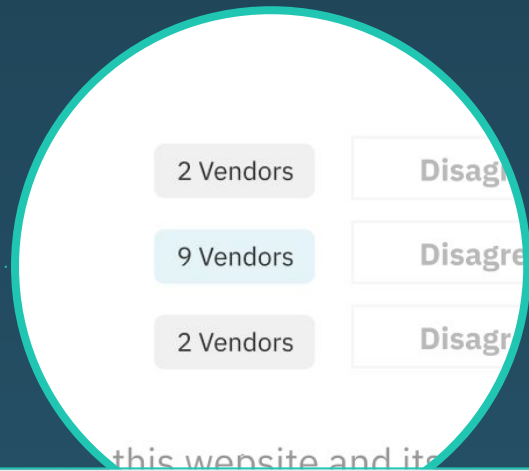
By giving consent to the purposes above, you also allow this website and its partners to operate the following data processing: Ensure security, prevent fraud, and debug, Link different devices, Match and combine offline data sources, and Technically deliver ads or content

[View our partners](#)

Disagree to all

Agree to all

PRIVACY MANAGEMENT BY DIDOMI



- ← **Use profiles to select personalised content** 9 Vendors 4 **iab** Vendors

AB Tasty ; Contentsquare ; Batch ; Dailymotion SA **iab** ; Google Advertising Products **iab** ; Matomo ; Meta ; Happydemics **iab** ; Threedium **iab**

TCF v2.1 VS v2.2 | 2nd layer

TCF v2.1

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YOU ALLOW


- Store and/or access information on a device

Cookies, device identifiers, or other information can be stored or accessed on your device for the purposes presented to you. ⓘ

Consent

+ Create a personalised ads profile

+ Select personalised ads

PRIVACY MANAGEMENT
BY DIDOMI 

TCF v2.1 VS v2.2 | 2nd layer

TCF v2.2

Consent Management ✕

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YOU ALLOW

- Measure content performance

Information regarding which content is presented to you and how you interact with it can be used to determine whether the (non-advertising) content e.g. reached its intended audience and matched your interests. For instance, whether you read an article, watch a video, listen to a podcast or look at a product description, how long you spent on this service and the web pages you visit etc. This is very helpful to understand the relevance of (non-advertising) content that is shown to you.

You have read a blog post about hiking on a mobile app of a publisher and followed a link to a recommended and related post. Your interactions will be recorded as showing that the initial hiking post was useful to you and that it was successful in interesting you in the related post. This will be measured to know whether to produce more posts on hiking in the future and where to place them on the home screen of the mobile app. You were presented a video on fashion trends, but you and several other users stopped watching after 30 seconds. This information is then used to evaluate the right length of future videos on fashion trends.

Consent	1 Vendor	Disagree	Agree
Legitimate interest	1 Vendor	Disagree	Agree

+ Use profiles to select personalised content 2 Vendors

Disagree	Agree
----------	-------

+ Store and/or access information on a device 2 Vendors

Disagree	Agree
----------	-------

By giving consent to the purposes above, you also allow this website and its partners to operate the following data processing: [Ensure security, prevent fraud, and debug](#), [Link different devices](#), [Match and combine offline data sources](#), and [Technically deliver ads or content](#)

[View our partners](#)

Disagree and Close
Agree and Close

- Measure content performance

Information regarding which content is presented to you and how you interact with it can be used to determine whether the (non-advertising) content e.g. reached its intended audience and matched your interests. For instance, whether you read an article, watch a video, listen to a podcast or look at a product description, how long you spent on this service and the web pages you visit etc. This is very helpful to understand the relevance of (non-advertising) content that is shown to you.

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Consent 1 Vendor

Legitimate interest 1 Vendor

TCF v2.1 VS v2.2 | 3rd layer

TCF v2.1

← Select partners
✕

You can set your consent preferences for every partner listed below individually. Click on a partner name to get more information on what it does, what data it is collecting and how it is using it.

All partners
Block
Authorize

#

- 1Agency IAB TCF


Data processing based on consent:

Block
Authorize

- [Create a personalised ads profile](#)
- [Develop and improve products](#)
- [Measure ad performance](#)
- [Select basic ads](#)
- [Select personalised ads](#)
- [Store and/or access information on a device](#)

Additional data processing:

+ View user information

PRIVACY MANAGEMENT BY DIDOMI 
Save

← Select partners
✕

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All partners
Block
Authorize

Additional data processing:

- [Ensure security, prevent fraud, and debug](#)
- [Technically deliver ads or content](#)

1Agency participates in the [IAB Transparency and Consent Framework](#) and is subject to its policies. You can learn more about this partner and its data processing in its [privacy policy](#).

Device storage


1Agency stores cookies for the duration of your browsing session.

A

+ Aloha

Block
Authorize

+ View user information

PRIVACY MANAGEMENT BY DIDOMI 
Save

TCF v2.1 VS v2.2 | 3rd layer

TCF v2.2

Select partners

You can set your consent preferences for every partner listed below individually. Click on a partner name to get more information on what it does, what data it is collecting and how it is using it.

All partners Block Authorize

G

- Google advertising Products IAB TCF

Device storage

Data categories (2)

+ **Data processing based on consent:**

+ **Data processing based on legitimate interest:**

+ **Additional data processing:**

Block Authorize

Block Authorize

Block Authorize

Google Advertising Products participates in the [IAB Transparency and Consent Framework](#) and is subject to its policies. You can learn more about this partner, its data processing, and the way it manages [legitimate interest](#), in its [privacy policy](#).

R

+ Replodus IAB TCF Block Authorize

Y

+ Youtube IAB TCF Block Authorize

+ View user information

Save

Select partners

You can set your consent preferences for every partner listed below individually. Click on a partner name to get more information on what it does, what data it is collecting and how it is using it.

All partners Block Authorize

G

- Google advertising Products IAB TCF

Device storage

Google advertising Products stores cookies for a maximum of **3 months and 11 days**.

TCID

Type: Cookie
Domain: *.commander1.com
Expiration: 1 year after data is stored (31536000 seconds)
Used for the following purposes: Store and/or access information on a device, Select basic ads, Create a personalised ads profile, Select personalised ads, Create a personalised content profile, Select personalised content, Measure ad performance, Measure content performance, Develop and improve products

CAID

Type: Cookie
Domain: *.commander1.com
Expiration: 1 year after data is stored (31536000 seconds)
Used for the following purposes: Store and/or access information on a device, Select basic ads, Create a personalised ads profile, Select personalised ads, Create a personalised content profile, Select personalised content, Measure ad performance, Measure content performance, Develop and improve products

Data categories (2)

Authentication-derived identifiers

Where an identifier is created on the basis of authentication data, such as contact details associated with online accounts you have created on websites or apps (e.g. e-mail address, phone number) or customer identifiers (e.g. identifier provided by your telecom operator), that identifier may be used to recognize you across websites, apps and devices when you are logged-in with the same contact details.

Users' profiles

Certain characteristics (e.g. your possible interests, your purchase intentions, your consumer profile) may be inferred or modeled from your previous online activity (e.g. the content you viewed or the service you used, your time spent on various online content and services) or the information you have provided (e.g. your age, your occupation).

Data processing based on consent:

Block Authorize

Measure content performance Retention time 365 days

Information regarding which content is presented to you and how you interact with it can be used to determine whether the (non-advertising) content e.g. reached its intended audience and matched your interests. For instance, whether you read an article, watch a video, listen to a podcast or look at a product description, how long you spent on this service and the web pages you visit etc. This is very helpful to understand the relevance of (non-advertising) content that is shown to you.

Use profiles to select personalised content Retention time 365 days

Content presented to you on this service can be based on your content personalisation profiles, which can reflect your activity on this or other services (for instance, the forms you submit, content you look at), possible interests and personal aspects, such as by adapting the order in which content is shown to you, so that it is even easier for you to find (non-advertising) content that matches your interests.

Store and/or access information on a device Retention time 365 days

Content presented to you on this service can be based on your content personalisation profiles, which can reflect your activity on this or other services (for instance, the forms you submit, content you look at), possible interests and personal aspects, such as by adapting the order in which content is shown to you, so that it is even easier for you to find (non-advertising) content that matches your interests.

+ **Data processing based on legitimate interest:**

+ **Additional data processing:**

Block Authorize

Block Authorize

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R

+ Replodus IAB TCF Block Authorize

Y

+ Youtube IAB TCF Block Authorize

+ View user information

Save

TCF v2.1 VS v2.2 | 3rd layer

TCF v2.2

Select partners

You can set your consent preferences for every partner listed below individually. Click on a partner name to get more information on what it does, what data it is collecting and how it is using it.

All partners Block Authorize

G

- Google advertising Products IAB TCF

Device storage ▼

Data categories (2) ▼

+ Data processing based on consent: Block Authorize

+ Data processing based on legitimate interest: Block Authorize

+ Additional data processing: Block Authorize

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R

+ Replodius IAB TCF Block Authorize

Y

+ Youtube IAB TCF Block Authorize

+ View user information

PRIVACY MANAGEMENT BY DIDOMI Save

Data categories (2)

+ Data processing based on consent:

Block

Authorize

+ Data processing based on legitimate interest:

Block

Authorize

+ Additional data processing:

Block

Authorize

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TCF v2.1 VS v2.2 | 3rd layer

TCF v2.2

Select partners

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All partners Block Authorize

G

- Google advertising Products 148 TCF

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TCF v2.1 VS v2.2 | 3rd layer

TCF v2.2

- Data processing based on consent:

- Measure content performance** Retention time 365 days

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- Use profiles to select personalised content** Retention time 365 days

Content presented to you on this service can be based on your content personalisation profiles, which can reflect your activity on this or other services (for instance, the forms you submit, content you look at), possible interests and personal aspects, such as by adapting the order in which content is shown to you, so that it is even easier for you to find (non-advertising) content that matches your interests.
- Store and/or access information on a device** Retention time 365 days

Content presented to you on this service can be based on your content personalisation profiles, which can reflect your activity on this or other services (for instance, the forms you submit, content you look at), possible interests and personal aspects, such as by adapting the order in which content is shown to you, so that it is even easier for you to find (non-advertising) content that matches your interests.

+ Data processing based on legitimate interest:

+ Additional data processing:

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R

+ Replodius IAB TCF

Y

+ Youtube IAB TCF

+ View user information

PRIVACY MANAGEMENT BY DIDOMI

- Data processing based on consent:

- Measure content performance** Retention time 365 days

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Thank You!

Any questions ?

Mobile

TCF v2.1 VS. v2.2 : 1st layer

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12 Partners

[Manage our partners](#)

[Learn more →](#)

[Agree and Close](#)

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12 Vendors including 4 from the IAB

[Manage our partners](#)

[Learn more →](#)

[Agree and Close](#)

TCF v2.1 VS. v2.2 : 2nd layer

✕

Consent Management

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You allow

Measure content performance	2 Vendors	<input type="radio"/>	>
Use profiles to select personalised content	9 Vendors	<input type="radio"/>	>
Store and/or access information on a device	2 Vendors	<input type="radio"/>	>

By giving consent to the purposes above, you also allow this website and its partners to operate the following data processing:
[Ensure security, prevent fraud, and debug Link different devices](#)
[Match and combine offline data sources](#)
[Technically deliver ads or content](#)

Manage our partners >

Disagree to all

Agree to all

✕

✕

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You allow

Use profiles to select personalised content

9 Vendors 4 **lab** Vendors

AB Tasty ; Contentsquare ; Batch ; Dailymotion SA **lab** ; Google Advertising Products **lab** ; Matomo ; Meta ; Happydemics **lab** ; Threedium **lab**

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[Match and combine offline data sources](#)
[Technically deliver ads or content](#)

Manage our partners >

Disagree to all

Agree to all

✕

✕

Measure content performance

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Consent 1 Vendor

Legitimate interest 1 Vendor

Save

✕


TCF v2.1: 3rd layer

TCF v2.2: 3rd layer

✕

Select partners

You can set your consent preferences for every partner listed below individually. Click on a partner name to get more information on what it does, what data it is collecting and how it is using it.


 User Informations
>

All partners (12)

AB Tasty >

Dailymotion SA IAB TCF >

Google advertising Products IAB TCF >



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Google advertising Products IAB TCF

Data processing based on consent

- Measure content performance
Retention time 365 days
- Use profiles to select personalised content
Retention time 365 days
- Store and/or access information on a device
Retention time 365 days

Data processing based on legitimate interest

- Measure content performance
Retention time 365 days

Additional data processing

- Ensure security, prevent fraud, and debug
Retention time 365 days
- Link different devices
Retention time 365 days

Data category

Authentication-derived identifiers

Where an identifier is created on the basis of authentication data, such as contact details associated with online accounts you have created on websites or apps (e.g. e-mail address, phone number) or customer identifiers (e.g. identifier provided by your telecom operator), that identifier may be used to recognize you across websites, apps and devices when you are logged-in with the same contact details.

Users' profiles

Certain characteristics (e.g. your possible interests, your purchase intentions, your consumer profile) may be inferred or modeled from your previous online activity (e.g. the content you viewed or the service you used, your time spent on various online content and services) or the information you have provided (e.g. your age, your occupation).


Google Advertising Products participates in the IAB Transparency and Consent Framework and is subject to its policies. You can learn more about this partner, its data processing, and the way it manages legitimate interest, in its privacy policy.

[IAB Transparency and Consent Framework](#)
[Google advertising products Privacy policy](#)
[Legitimate interest](#)

Device storage

Google advertising Products stores cookies for a maximum of **3 months** and **11 days**.

RUID
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