



TCF v2.2 USER INTERFACE DEMO & BEST PRACTICES

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**Sr. Director,
Client Services, UK**

ABOUT JOSEPHINE FENWICKE

- Three and a half years at Sourcepoint
- Has helped clients implement TCF v2.1 on over 200 properties
- Manages more than 90% of the premium publishers in the UK
- Last two years, showing clients how to curate their CMP vendor lists with Sourcepoint software
- 2x honoree by the UK's Association of Online Publishers as Best Media Technology Partner

ABOUT SOURCEPOINT

Founded: 2015

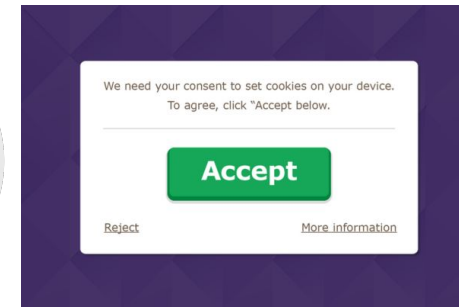
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Award-winning client services team



Subscribe to our weekly recap of privacy news,
A Little Privacy, Please



Don't miss my blog post from last week about the UK's renewed push for the 'Reject All' button!

BEST PRACTICES FOR TCF v2.2

Meaningful consent

Reduce the number of vendors you're working with to reduce privacy risk as well as CMP and ad load times

Take control of your vendor list

With Sourcepoint, you can easily access your CMP vendor list so you can quickly make additions and adjustments

Be strategic

Decide whether you want your GDPR/TCF experience to display only to the EEA and UK, instead of all regions

OUR APPROACH TO TCF v2.2

Proactive partnership

We're already working with clients to strategize on their migration plans. The deadline for the switchover will coincide with a busy time of year for companies. As always, our team will be on standby 24/7 to support any issues.

No-code migration

To avoid interruptions, our TCF v2.2 solution doesn't require companies to make any script changes. You can focus your development resources on other critical business initiatives.

UPDATES TO VENDOR MANAGEMENT

- GVL will be merged with the vendor management tool
- Indicators for new elements
- Addition of Illustrations and how to edit these
- Vendor count per purpose
- Notifications to monitor size of vendor list and the ramifications of this in regards to meaningful consent

The screenshot displays the Sourcepoint TCFv2.2 Vendor Management interface. At the top, there's a navigation bar with 'Back to Vendor Lists', 'Updates - TCF v2.2', and 'Advanced settings'. Below this, the current vendor list is identified as 'Sourcepoint.com TCFv2.2' with an ID of '64df8f3f0b165355664326be' and 60 total vendors. A search bar and 'Manage Vendors & Cookies' button are visible. The main content area shows a table of vendor consent settings for various purposes. A modal window is open for configuring a purpose, showing fields for 'IAB purpose title', 'User-friendly text', and 'Illustration'. The illustration section includes two examples: one about a travel magazine and another about a sports news mobile app. The background shows a table of vendor consent settings for various purposes.

	8. Measure conte...	9. Understand a...	10. Develop and ...	11. Use limited d...
Consent	Not Applicable	User Consent	User Consent	Not Applicable
Consent	User Consent	User Consent	Not Applicable	Not Applicable
Consent	Not Applicable	Not Applicable	User Consent	Not Applicable
Consent	Not Applicable	User Consent	User Consent	Not Applicable
Consent	User Consent	User Consent	User Consent	User Consent

TCF v2.2 UPDATES

FIRST-LAYER MESSAGE

: Sourcepoint TCFv2.2 Message | ID: 25921

Download Print Mobile Print Privacy Check 1 Close Save Message

The screenshot shows a Sourcepoint website with a navigation menu (Products, Solutions, Resources, Company) and a 'SCHEDULE A DEMO' button. A white privacy message overlay is centered on the page, titled 'Sourcepoint Your Privacy Matters'. The message text reads: 'Sourcepoint and 60 our technology partners ask you to consent to the use of cookies to store and access personal data on your device. This can include the use of unique identifiers and information about your browsing patterns to create the best possible user experience on this website. The following description outlines how your data may be used by us, or by our partners:'. Below the text are three expandable sections: 'Store and/or access information on a device', 'Precise geolocation data, and identification through device scanning', and 'Personalised advertising and content, advertising and content measurement, audience research and services development'. At the bottom of the message are three buttons: 'MANAGE MY OPTIONS', 'REJECT ALL', and 'ACCEPT ALL'. To the right of the message, a 'Settings' panel is visible, showing fields for 'Name' (Text) and 'CSS Handle' (.p), a 'Content' section with a rich text editor, and a 'Language' dropdown set to 'English'. Below the settings panel are expandable sections for 'Settings', 'Orientation', 'Styles', 'Links', and 'Arrow Color'.

- Vendor count dynamically updates
- Publishers can choose to list All Vendors or just IAB TCF vendors
- Can't save the message unless vendor count widget present
- Additional checkbox in the Privacy Check

TCF v2.2 UPDATES

PRIVACY MANAGER

Builder: Sourcepoint.com - Privacy Manager | ID: 25920

Toolbar: PrivacyManagerTCFv2
+ [Icons] [Privacy Check] [Close] [Save Message]

The screenshot displays the Sourcepoint Privacy Manager interface. A central dialog box titled "Your Privacy Choices" is open, showing a "REJECT ALL" button and an "ACCEPT ALL" button. Below the title, there is a paragraph of text explaining the use of cookies and similar technologies. The dialog has three tabs: "PURPOSES", "FEATURES", and "SITE VENDORS". Under "SITE VENDORS", it shows "59 Vendor(s)" and a toggle for "Other Site Vendors". A specific vendor, "1plusX AG", is expanded, showing its retention period (365 days) and a table of consent purposes. The "Settings" sidebar on the right lists various content types like Height, Accordions, Panel, Purpose Content, Feature Content, Vendor Content, IAB Categories, Cookie Content, General Content, and Toggle Settings.

- Vendor count per purpose
- Additional vendor information underneath Site Vendors section
- Dynamically updates based on vendor list changes



THANK YOU