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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

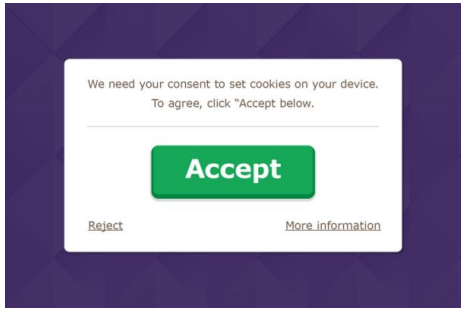
Founded: 2015

Google-Certified CMP

New York | London | Berlin

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

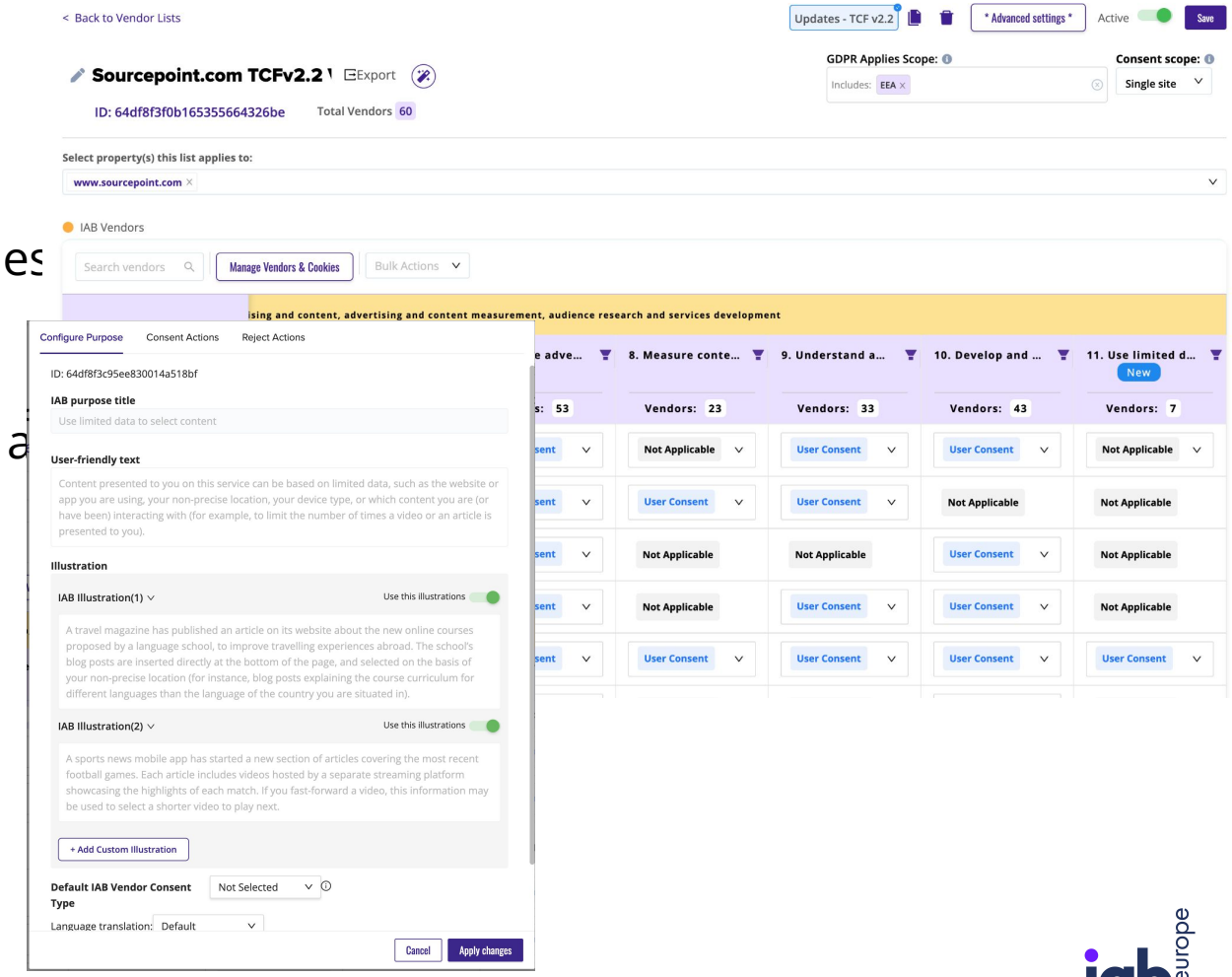
We're already working with clients to strategize on their migration plans. The deadline for the switchover will coincide with a busy time of year for companies. As always, our team will be on standby 24/7 to support any issues.

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 thes
- Vendor count per purpose
- Notifications to monitor size of vendor list a the ramifications of this in regards to meaningful consent



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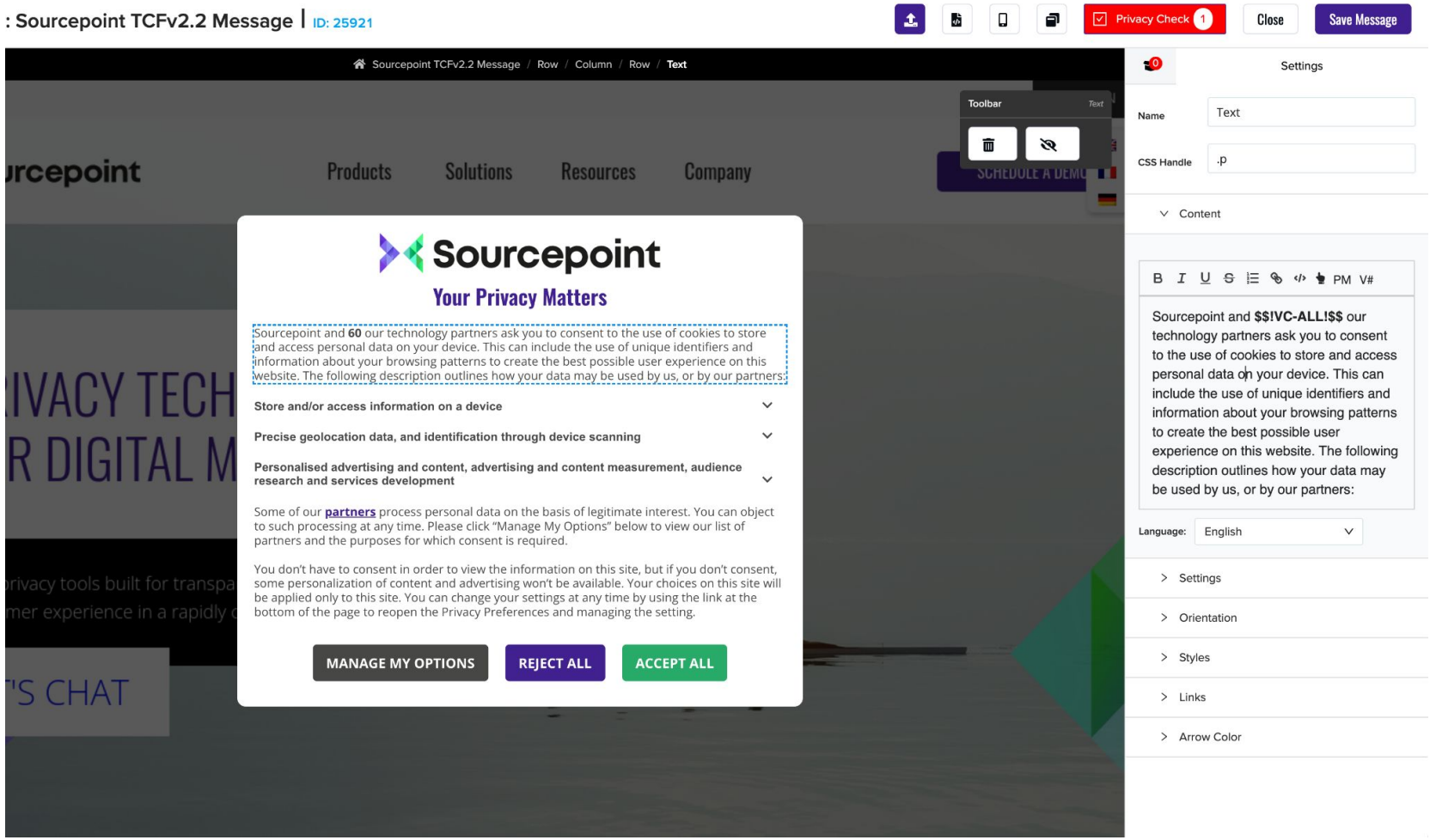
TCF v2.2 UPDATES

FIRST-LAYER MESSAGE



- 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

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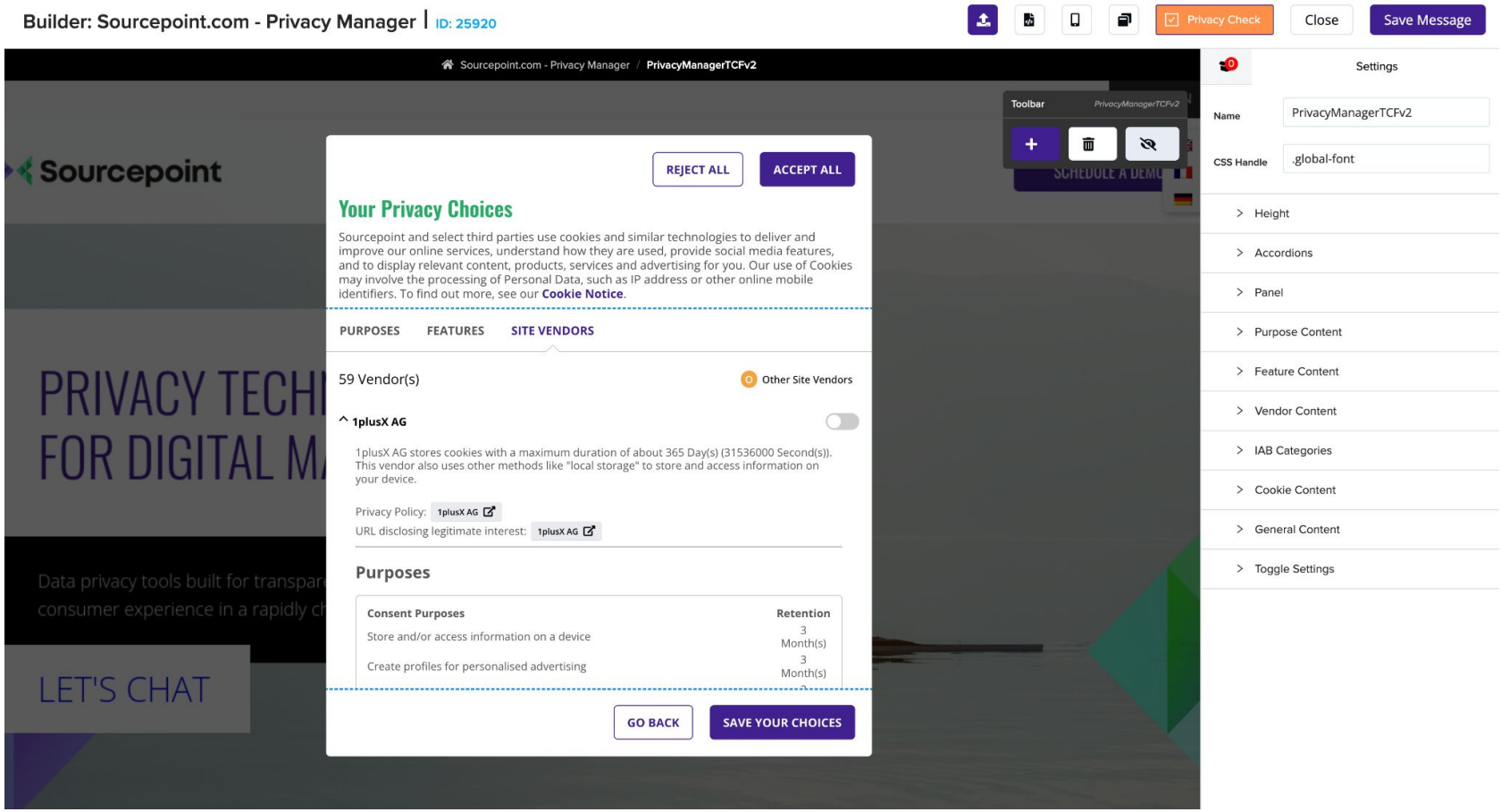
PRIVACY MANAGER



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

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THANK YOU