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Transparency
and Consent
Framework

7TH DECEMBER | 12:00 CET

IAB EUROPE TCF 101 WEBINAR

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Agenda

- What is the Transparency and Consent Framework (TCF)?
- TCF functioning
- TCF development & adoption
- TCF registration
- TCF compliance programmes
- TCF resources



What is the Transparency and Consent Framework?

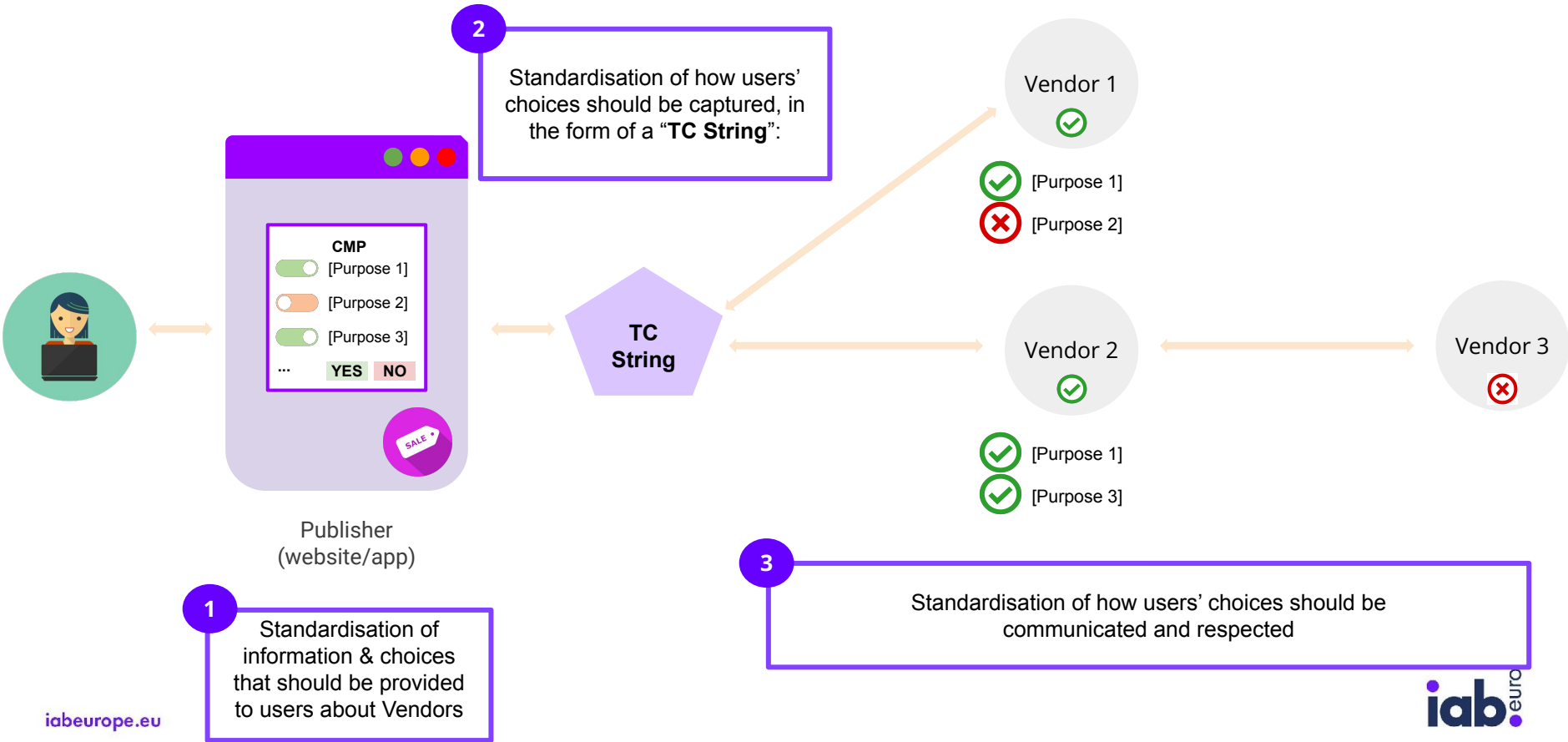
What is the Transparency and Consent Framework?

- TCF is a **voluntary and open-source standard** launched in April 2018 intended for use by three categories of stakeholders: Publishers, Vendors and CMPs
- **Goal:** TCF aims to facilitate the compliance with certain EU privacy and data protection rules for the stakeholders **and** seeks to bring improved transparency and control to individuals over their personal data
- **In short:** TCF helps Publishers to obtain ePrivacy consent and establish a GDPR legal basis for third-party vendors by informing data subjects visiting their websites about the data their vendors would like to collect and process, for what purpose(s) and under which legal basis.



TCF Functioning

TCF resources - policies & technical specifications



The TCF Purposes

	ADVERTISING	CONTENT
Access to user's device (ePrivacy)	Purpose 1	
Contextual/Basic	Purpose 2	Purpose 11 (new in 2.2)
Personnalisation	Purposes 3 & 4	Purposes 5 & 6
Measurement	Purpose 7	Purpose 8
	Purpose 9	
Product improvement	Purpose 10	

1) Standardisation of information & choices about Vendors

Registers its data processing purposes, legal basis using IAB TCF standardised terminologies

Vendor

- Store and/or access information on a device
- Use limited data to select advertising
- Create profiles for personalised advertising
- Measure advertising performance
- ...

Is added to a public, centralised transparency register (Global Vendor List)

GVL

Vendor 1
-Purpose 1, Consent
-Purpose 2, LI

Vendor 2
-Purpose 1, Consent
-Purpose 3, Consent
-Purpose 4, Consent

Vendor 3
-Purpose 1, Consent
-Purpose 2, LI
-Purpose 9, LI
-Purpose 10, LI

...

CMP

- [Purpose 1]
- [Purpose 2]
- [Purpose 3]
- ... **YES** **NO**

SALE

Publisher and its CMP build interfaces for users to be informed and express their choices (cookie banners)

We and [our partners](#) access/store information on your device (such as your IP address) for personalised ads and content, ad and content measurement, audience insights and product development.
You can learn more or review your choices at any time by clicking on the icon "privacy" at the bottom left of your screen.

Refuse **Customise** **Consent**

Purposes

- [Purpose 1] <
- [Purpose 2] <
- [Purpose 3] <
- ...

Review [our partners](#) **Save**

Vendors

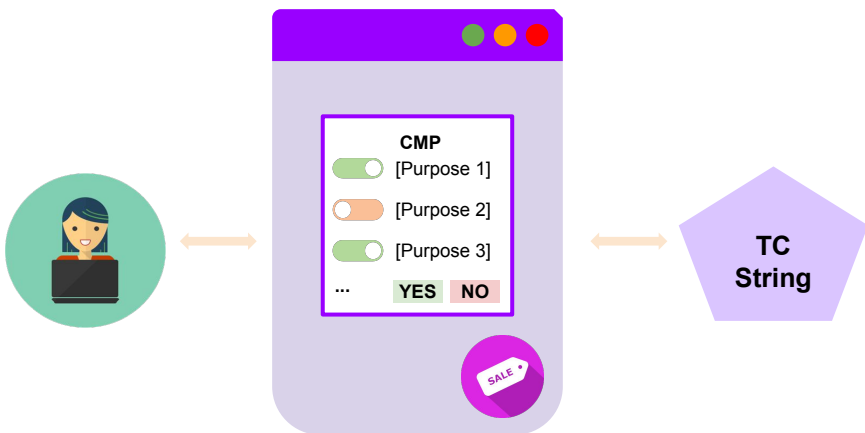
- [Vendor 1] <
- [Vendor 2] <
- [Vendor 3] <
- ...

Review [our purposes](#) **Save**

Minimum UI requirements based on DPA guidelines (e.g. consent choices "unchecked" by default, disclosure of the duration of cookies etc...)

2) Standardisation of how users' choices should be captured

TC String



General metadata: date created, CMP version, language etc.

Purposes allowed: a 0 or 1 signal indicating the user's choice for each purpose

(...)

Vendors allowed: a 0 or 1 signal indicating the user's choice for each Vendor

(...)

Publisher restrictions: restrictions of a vendors' data processing activities requested by the publisher (e.g. prohibition to create profiles).

101111...

101011...

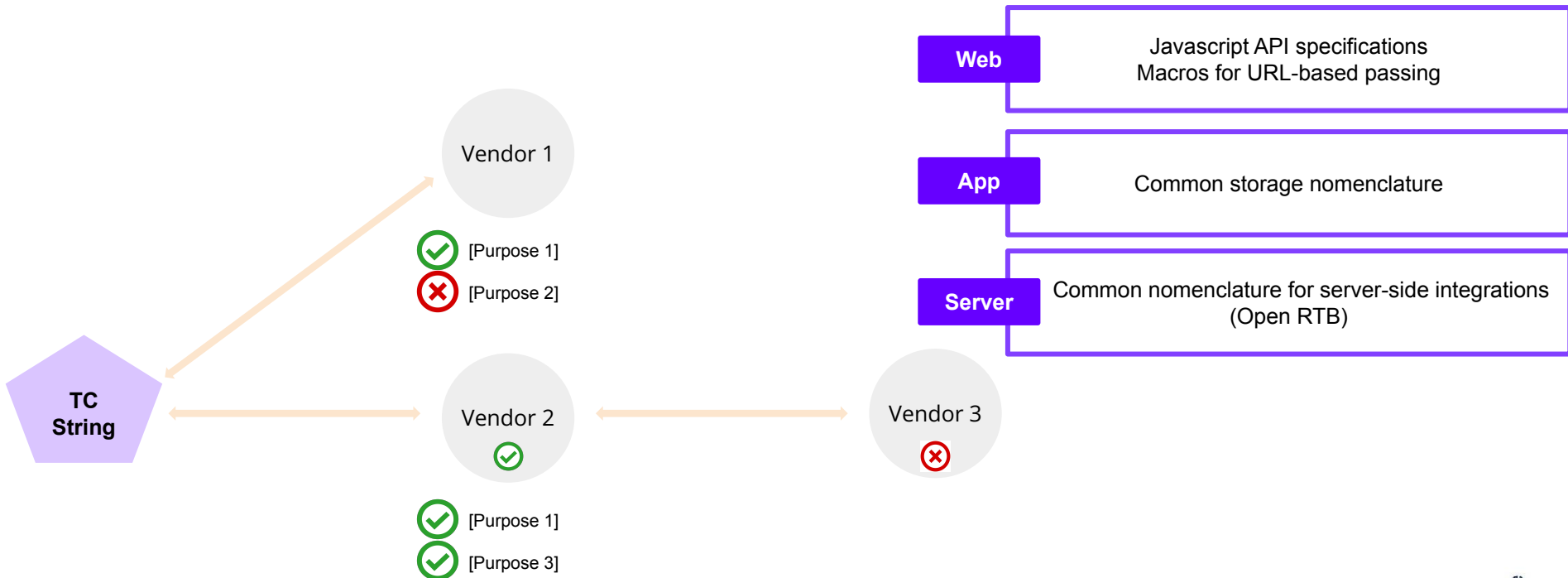
101100...

1011...

100011...

1100...

3) Standardisation of how users' choices should be communicated and respected



Minimum technical requirements based on DPA guidelines (e.g. no setting of cookies without consent / no passing of personal data to Vendors that have no legal bases)



TCF development & adoption

TCF development & adoption

1) Governance

Dedicated working groups supported by IAB Europe staff

Weighted vote procedure between the different sides of the ecosystem

Non-profit architecture / aims at not creating entry barriers for smaller players

2) Iterations

April 18 - v1.1

August 19 - v2.0 (more consultation with publishers & DPAs)

August 20 - v2.1 (planet49 ruling - includes Vendors' cookies durations)

May 23 - v2.2 (follows APD ruling currently under appeal, deadline for the implementation was until 20 November 2023)

3) Adoption

+90% of publishers selling ads have adopted TCF

+850 vendors (intermediaries) & +150 CMPs (Consent Management Platforms)



TCF Registration

TCF Registration

- In order to benefit from TCF, Vendors and CMPs have to register and pay an annual fee (€1575) for the participation in the Framework. Publishers are not obliged to register nor pay the fee but are required to read and follow the TCF Policies, specifically Chapter IV: Policies for Publishers that explains how publishers can adopt and use the TCF.
- While registering, Vendors have to provide the requested information by [Global Vendor registration portal](#) in order to be disclosed later in the [Global Vendor List \(GVL\)](#) - a publicly available and machine-readable registry hosted by IAB Europe.
- CMPs need to register by [CMP Portal](#) and passed the CMP Validation test managed by IAB Europe.
- In case of questions regarding the registration procedure feel free to contact us by via email framework@iabeurope.eu or tcf.compliance@iabeurope.eu



TCF compliance programmes

TCF compliance programmes

- Compliance programmes for CMPs and Vendors aims at protecting the integrity of the TCF and ensure that organisations who have signed up to the Framework comply with their commitments
- CMP and Vendor compliance programmes comprises a pre-implementation validation stage and a post-implementation enforcement stage - IAB Europe monitors live CMPs and Vendors implementations for compliance with the TCF Policies
- The enforcement process depends on the type of the breach that a CMP/Vendor has made
- The enforcement process **can result in the suspension** of the participating CMP or Vendor from the Framework for non-resolved breaches of TCF Policies.
- IAB Europe will issue a public notification of non-compliance, including facts and reasoning in case of **TC String tampering**



TCF resources

TCF resources

- [TCF Policies](#) - consist of rules for participation within TCF applicable to Publishers, Vendors, and CMPs (current version of the iteration: v2.2)
- [TCF Terms & Conditions](#)
- [TCF technical specifications](#) - provide documentation that explains how to implement the Framework Policies from a technical perspective.
- [Global Vendor List v3](#) - contains information about vendors, a browser extension to read json files is needed in order to view it properly
- [TCF v2.2 translations](#) - list of translations for purpose descriptions TCF EU v2.2
- [TCF Supporting Resources](#) - here you can find a list that contains more TCF relevant resources



Thank you



Q&A