

Dated: 15 January 2024

Subject: TCF v2.2 Policies minor amendments: introduction of new stacks and revision of Purpose 6 user-friendly text

Dear TCF Vendors and CMPs,

The Transparency and Consent Framework (TCF) Steering Group has approved minor amendments to the [TCF Policies](#) including the following updates:

1. **Clarification over the usability of stacks on CMP UI secondary layer**

a. **Appendix A, (E) Stacks**

“Stacks may be used on a secondary layer allowing users to make consent choices or object to the processing of their personal data with respect to each stack, so long as granular and specific controls with respect to each Purpose and/or Special Feature are provided elsewhere in additional layers for users who are interested in it in accordance with Appendix B (C) and (D) and without prejudice to the derogation laid down in Appendix B (C) (h).”

2. **New stacks 44 & 45 introduced as a result of participants’ feedback**

a. **Appendix A, (E) Stacks**

i. **Stack 44:** Personalised content (*includes Purposes 5, 6 and 11*)

ii. **Stack 45:** Advertising based on limited data, advertising measurement, audience research and services development (*includes Purposes 2, 7, 9, 10*)

3. **New example of stacks combination that include new Purpose 11**

a. **Appendix A, (E) Stack**

i. Example Stack Combination 4

4. **Improvement of the user-friendly text of Purpose 6 for better readability**

a. **Appendix A, (A) Purposes, Purpose 6**

“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. This can for example be used to adapt 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.”

Please note that the latest version of the TCF Policy is Version 4.0a. The revised version of the user-friendly text of purpose 6 and new stacks 44 and 45 will be included in the [Global Vendor List](#) (GVL) and [corresponding translations](#) on Thursday 18 January at 5pm CET.

If you have any additional questions please email framework@iabeurope.eu

All the best,

IAB Europe



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