



TRANSPARENCY & CONSENT FRAMEWORK V2.0

FACT SHEET FOR CONSENT MANAGEMENT PLATFORMS

The vision for TCF v2.0 is to provide enhanced transparency and choice to consumers and greater control to publishers.

What is the IAB Europe Transparency and Consent Framework ?

The Transparency and Consent Framework (TCF) was created to help all parties who display and manage digital advertising and develop targeted content comply with the European Union's General Data Protection Regulation (GDPR) and ePrivacy Directive (ePD) when processing personal data and/or accessing and/or storing information on a user's device.

Developed by IAB Europe in collaboration with organisations and professionals in the digital advertising and publishing industries, the first version of the TCF was launched on 25 April 2018. It provides a means of transmitting signals of consent from a user to vendors working with publishers using a Consent Management Platform (CMP). CMPs centralise and manage transparency for, and consent and objections of the end user.

What does the TCF provide for CMPs?

The TCF:

- Provides the technical specifications that enable CMPs to capture, store and signal consent in an industry-standard manner
- Enables CMPs to receive global consents obtained by other publishers and CMPs
- Records which vendors are operating in the TCF and the purposes that they wish to process personal data for, so that the user interface can be updated and users informed accordingly
- Informs CMPs when vendors use legitimate interest or consent as a legal basis for processing personal data for a given purpose so that users can be informed accordingly

How does it work?

The Framework consists of open-source technical specifications managed by the IAB Tech Lab, and policies managed by IAB Europe. It has been designed to standardise the collection and transmission of user choice and transparency related to data processing, so that the digital advertising supply chain can continue to function in a way that aligns with GDPR requirements.

The Framework thus facilitates providing transparency and obtaining consent, and makes this information available across the digital advertising supply chain. The GVL centralises participating vendors in one location, complete with identification number and information about the ways companies intend to comply with the law.

Publishers can use the GVL to view which of their partners are a part of the Framework, and determine which vendors to include in the transparency and consent user interfaces they decide to make available on their sites.

What is the TCF v2.0?

Successful management of technical frameworks requires continual consultation with its users and the broad base of stakeholders. For the TCF, that includes publishers, advertisers, media agencies, and technology providers. Over the past 12 months, stakeholder feedback has been sought, most notably from the publisher community, providing valuable feedback on how the framework can be improved and better serve the community. This has driven the creation and purpose of TCF v2.0. In addition, feedback from regulators on the TCF was sought and incorporated.

Launched on the 21st August 2019, TCF v2.0 has been developed to provide both users and publishers with greater transparency and control.

What are the new benefits for CMPs of the TCF v2.0?

TCF v2.0 provides increased levels of transparency and control throughout the digital advertising supply chain to support a more streamlined and transparent user experience. It supports the broader interests of the industry through the explicit signalling of whether transparency has been provided to users about processing of personal data under the legitimate interest legal basis, and whether the user has objected to such processing, in addition to the accommodation of the consent legal basis.

Under TCF v2.0, not only can the user give or withhold consent but they can also exercise their 'right to object' to data being processed on the basis of legitimate interests.

- It also enables greater transparency for the user, through more detailed descriptions of the purposes of data processing.
- The publisher can also exercise increased restrictions on both the purposes and legal bases upon which a vendor can process data collected on their digital property enabling greater customisation of the vendor operation.
- In addition, the vendor is able to process under legitimate interest if not restricted by the publisher or objected to by the user.

How do CMPs register for the TCF v2.0?

TCF v2.0 will operate in market alongside TCF v1.1 through to the close of Q1 2020. This will provide publisher websites and CMPs with an appropriate timeframe in which to adopt TCF v2.0.

CMPs can register to the Framework for an annual fee of 1200 EUR on the following registration portal:

<https://register.consensu.org/cmp>

Once they have completed and passed the CMP Validation test managed by IAB Europe, they will receive an ID, sub-domain and will be listed on the IAB Europe website.

Find out more

Please visit www.iabeurope.eu/tcf or email framework@iabeurope.eu

