



# TRANSPARENCY & CONSENT FRAMEWORK V2.0 FACT SHEET FOR VENDORS

*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 Vendors?

The TCF:

- Provides flexibility to support different GDPR and ePrivacy compliance programs
- Provides vendors that work with a publisher with a way of processing user data by relying on a legal basis permitted under the GDPR
- Enables publishers to request consent on behalf of vendors to process user data
- Enables vendors to receive information around user transparency and choice from publishers

The registry of vendors, known as the Global Vendor List (GVL), enables vendor participation in the TCF. Before participating in the TCF it is important the the TCF Policy is understood (Policy link). Becoming an approved vendor in the GVL ensures that companies will be able to continue to work closely with publishers under GDPR rules.

All vendors including Sell Side Platforms (SSPs), Demand Side Platforms (DSPs), ad servers and data management platforms used on a publishers' site can apply to be part of the GVL.

## How does the TCF 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.

Vendors can be disclosed to consumers with up-to-date information from the GVL and can receive their consent status from the Consent Manager JavaScript API that is installed by the publisher. Vendors wishing to apply to join the GVL need to agree to comply with TCF Policies.

## What is the TCF v2.0?

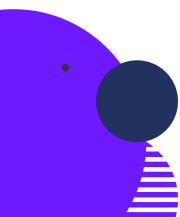
Successful management of technical frameworks requires continual consultation with its users and the broad base of stakeholders. For the TCF, that includes publishers, advertisers, media agencies, and technology providers. Over the past 12 months, stakeholder feedback has been sought, most notably from 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 vendors of the TCF v2.0?

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

**Better informed users** is a key benefit to vendors. Vendors in the advertising ecosystem benefit from consumers being better informed and having more control over their data. Vendors also benefit from the ability for consumers, publishers and vendors to talk about and signal those controls in a standard manner throughout the advertising ecosystem.

### How do vendors 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 their CMPs with an appropriate timeframe in which to adopt TCF v2.0. It also provides the vendors they work with sufficient time to develop and implement the code needed to adhere to the protocol of TCF v2.0.

Registration for the GVL is open for vendors apply for approval to operate in the IAB Europe Transparency and Consent Framework (TCF) for both v1.1 and v2.0

The GVL facilitates adherence to the TCF Policy for v1.1 and the TCF Policy for v2.0 and the TCF Terms & Conditions. Vendors will have the opportunity to register for TCF v2.0 and declare at a later date that they are able to operate under the technical specification of TCF v2.0.

Vendors can register here: <https://register.consensu.org/>

In order to be approved in the Framework, vendors need to be a member of a trade organisation. Once the application form is submitted, the review process is undertaken by IAB Europe. Once the review process is finalised, vendors receive the notification for payment. The annual fee for TCF for vendors is 1200 EUR.. Once the payment is received, the vendor logo and website URL are featured on the list of registered vendors on the IAB Europe website.

### Find out more

Please visit [www.iabeurope.eu/tcf](http://www.iabeurope.eu/tcf) or email [framework@iabeurope.eu](mailto:framework@iabeurope.eu)

