

# **THE TRANSPARENCY & CONSENT FRAMEWORK (TCF) v2.0**

## **Training 8: Ready for launch? The final Countdown to switch over**

[iabeurope.eu](https://iabeurope.eu)

# AGENDA

## Content

### TCF v2.0 Transition

- Key Dates
- Q&As

### TCF v1.1 to TCF v2.0

- Current Statistics
- What's new in the Policies
- TCF v2.0 Data Processing & Purposes
- Technical Recap

### TCF v2.0 Resources Recap

### TCF v2.0 Registration

## Q&A (30 min)

# TCF v2 Transition – Key Dates

- **Market Timeline** - The FSWG and the SG contributors have agreed the following market timeline:
  - **March 31: TCF v2.0 beta production support**
    - All vendors signed up to TCF v2.0
    - Code completed for full feature support, deployed in a limited capacity in production environments to monitor and test and fix issues. Objective to meet success criteria for general availability readiness
  - **April 30: Full TCF v2.0 support**
    - All vendors expected to support TCF v2.0 with minimal bugs
  - **March 31 – June 29:**
    - Transition period during which CMPs will fully deploy to the publisher environment
  - **June 30:**
    - GVL & CMP list TCF v1.1 no longer supported

# TCF v2 Transition – Q&As

## From Key Dates to Implementation advice....

### TCF v2.0 Switchover Q&A

The Transparency & Consent (TCF) v2.0 is the product of 12 months of reflection begun in response to feedback from the market, notably publishers, and from EU Member State data protection authorities (DPAs). Launched on the 21st August 2019, the vision for TCF v2.0 is to provide enhanced transparency and choice to consumers and greater control to publishers.

IAB Europe will continue to support TCF 1.1 for the next few months – **until 30 June 2020** – so that the vendor community has enough time to implement the new framework before TCF v1.1 is switched off at the end of Q2.

Please see below for Q&As related to TCF v2.0 and the switchover. This Q&A will be updated on a weekly basis so if you have any additional questions not covered below, please email [framework@iab europe.eu](mailto:framework@iab europe.eu)

QUESTION	ANSWER
Timelines & Deadlines	

<https://iab europe.eu/uncategorized/tcf-v2-0-switchover-qa/>



# WHAT'S NEW IN TCF v2.0?

# TCF v1.1 to TCF v2.0 - Current Statistics

## TCF Registrations Update

• Vendors registered for TCF V2.0	242
• Operational Vendors for TCF V2.0	169
• Vendors registered for TCF V1.1 only	288
• Total Vendors currently registered for (V1.1 & V2.0)	<b>530</b>
• Total CMPs currently registered for V1.1	<b>134</b>

## WHAT'S NEW IN THE POLICIES: GENERAL

- New expanded “Definitions” section (“Vendor”, “UI”, “Purpose”, etc.)
- Detailed requirements for public attestations of compliance with TCF policies.
- Responsibility to notify MO (IAB Europe) of non-compliant practices.
- CMPs are responsible for ensuring compliance of its UIs and Signals
- Record-keeping: UIs, consent, signals

## WHAT'S NEW IN THE POLICIES: FLEXIBLE LEGAL BASIS

- Flexible legal basis: TCF v2.0 allows Vendors to register **flexible legal bases**, and **default legal bases**
- For example:
  - Purpose 1 – consent
  - Purpose 2 – consent or legitimate interest (default: legitimate interest)
  - Purpose 3 – consent
  - Purpose 4 – consent or legitimate interest (default: consent)
- Publishers may use new publisher controls to switch from the default legal basis if allowed by the Vendor.

## NEW IN THE POLICIES: PUBLISHER CONTROL

Publisher controls: allowed LB, Purposes & Vendors

- TCF v2.0 allows Publishers to create different rules for different Vendors or ranges of Vendors, for example:
  - All Vendors are allowed to do Purposes 1, 2, 4
  - Only Vendors X, Y, and Z are allowed to do Purpose 3
  - Only Vendors A, B, and C are allowed to do Purposes 7, 8
- Publisher controls are written in the Transparency & Consent String and Vendors are required to respect them and act accordingly.

## NEW IN THE POLICIES: LEGITIMATE INTEREST

- TCF v2.0 offers improved support for the legitimate interest legal basis
- Legitimate interest legal basis – additional signals
  - Positive “1” signal where transparency
  - Negative “0” signal where no disclosure
  - Negative “0” signal where user objection

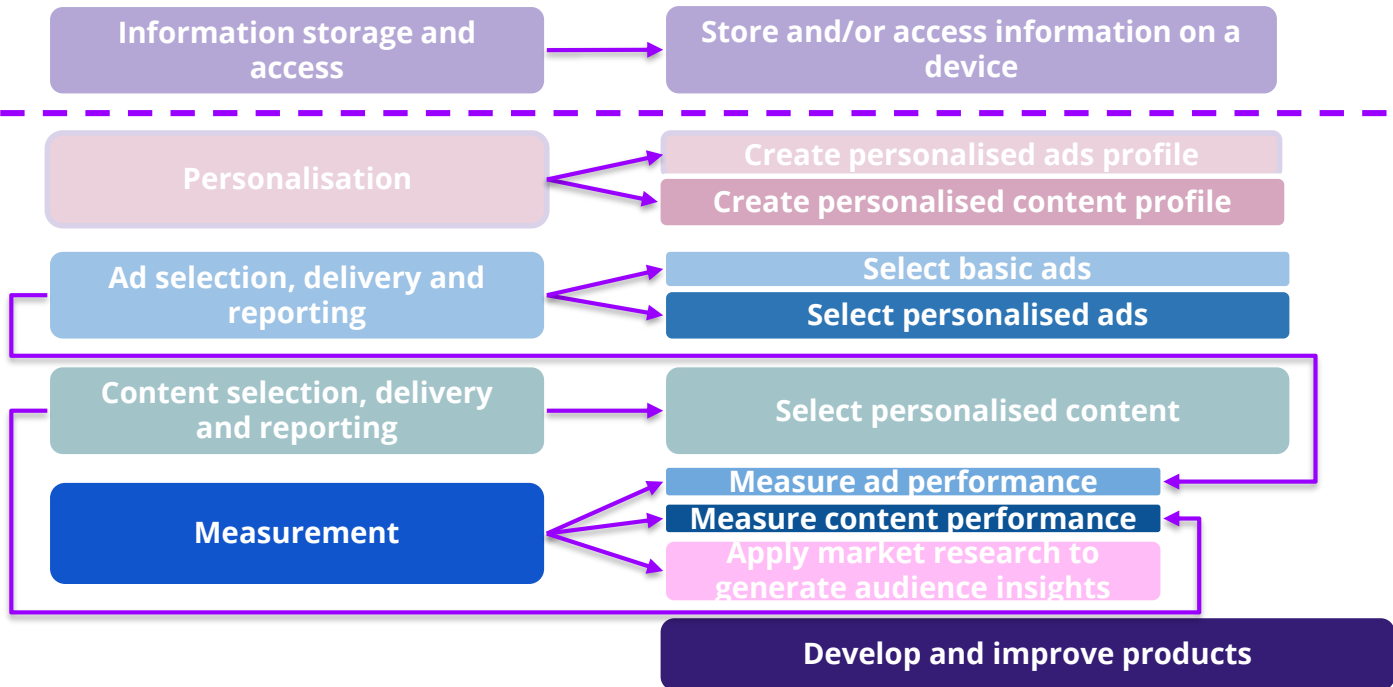
Users can now exercise their right to object directly in CMPs and objections signaled to Vendors by Vendor and Purpose

# NEW: TCF PURPOSES v2.0

NB: No backwards compatibility between v1.0 and v2.0 Purposes

## TCF v1.0

## TCF v2.0



**Legal basis:**  
Consent

**Legal bases:**

- Consent
- Legitimate Interest

## NEW: SPECIAL PURPOSES

Ensure security, prevent fraud, and debug

Technically deliver ads or content

**Legal basis:**

- Legitimate interest

# TCF V2.0 FEATURES

## TCF v1.0

Offline data matching

Cross device matching

Geolocation data

## TCF v2.0

Match and combine offline data sources

Link different devices

Receive and use automatically-sent device characteristics for identification

Use precise geolocation data

Actively scan device characteristics for identification

Disclosure only.

Disclosure and opt-in required.

**NEW: "SPECIAL FEATURES"**

## NEW UI ELEMENTS: STACKS

Purpose “Stacks” enable Publishers to present granular purposes in a simplified manner, without depriving users of more granular information and choice.

For example



combine into

**Personalised ads, and ad measurement**

“Ads will be personalised based on a profile. More data will be added to better personalise ads. Ad performance will be measured.”

# TRANSPARENCY AND CONSENT STRING INCLUDES NEW SIGNALS

TCF version 2.0 Transparency and Consent String Contents:

- General Metadata
- User Consent
- Legitimate Interest
- Publisher Controls
  - Purposes
  - legal basis\*

CMP ID	Vendor Consent	Purpose Consent	Vendor LI	Purpose LI	Special Feature opt-in	Global consent	OOB Allowed?	Custom Stacks	Pub Controls
###	0/1	0/1	0/1	0/1	0/1	0/1	0/1	0/1	###

*Blue: Present in v1.0*

*Green: New in v2.0*

\* only if the Vendor indicates flexibility

# TECHNICAL RECAP

- TCF v2 is not backwards compatible with TCF v1.1!
  - Vendors should plan to support v1.1 and v2.0 simultaneously
  - Publishers & Advertisers will need to launch a new CMP version with v2.0 support and will then **only** be able to communicate consumer choices with vendors that are v2.0 ready
- Quick recap of what this means for each of the following stakeholders
  - Publishers & Advertisers
  - CMPs
  - AdTech Vendors

# TECHNICAL RECAP - PUBLISHERS & ADVERTISERS

General questions/checklist as you are planning your TCF v2 transition

- What platform support do you need? Web, Mobile, OTT, CTV?
  - Which CMP provider can provide that support or perhaps you build a CMP in-house?
- Review the purposes and which stacks you have to request consent for
- Which vendors do I present to my users?
  - Do you want to apply consent/LI overrides for your selected vendors?
- Time the roll out of your TCFv2 support based on your vendors support of TCFv2
- TCFv2 is incompatible with TCFv1, you will need to re-implement the CMP JS code/tag on your webpage

## TECHNICAL RECAP - CMPS

- v2 likely requires a redesign/rewrite of your CMP
- CMPs will need to pass v2 validation with IAB Europe
  - Validated CMP list available at <https://iabeurope.eu/cmp-list>
  - As CMPs pass validation, there will be a new section for v2 validated CMPs
  - Contact [tcf.compliance@iabeurope.eu](mailto:tcf.compliance@iabeurope.eu) for validator instructions

## TECHNICAL RECAP - ADTECH VENDORS

First and foremost: work toward v2 support ASAP!

- Register for v2 and declare your purposes and legal bases
- No backward compatibility - **cannot "fall back" to v1**
- Publishers can't support v1 and v2 simultaneously
- Vendors must be ready in enough time to give publishers adequate transition time - **Register v2 by March 31**
- Must support both v1 and v2 in parallel until v1 is fully deprecated - **End of Q2**
- **When ready, update v2 GVL registration to indicate you are operationally ready to support v2 TC strings**



# TCF v2.0 SWITCHOVER RESOURCES



# WHEN IN DOUBT START HERE

## What is TCF v2.0?

IAB Europe, in partnership with IAB Tech Lab, **announced** on 21 August 2019 the launch of the second iteration of Transparency and Consent Framework (TCF) v2.0.

The TCF Steering Group (SG) was tasked with drafting the new TCF Policy and IAB Tech Lab managed the technical specifications. With participation from 10 National IABs and 55 organisations, and EU-level associations, publishers, media owners, technology providers, and media agencies, the TCF Steering Group enabled an inclusive, fair and consensus-based participation of stakeholders to deliver the vision.

TCF v2.0 continues to support the overall drive of the TCF to increase consumer transparency and choice, management by digital properties of consent and compliance, and industry collaboration that centres on standardisation.

<https://iab europe.eu/tcf-2-0/>

Links to helpful resources, webinars, policy documents  
(yes, tech folk should read the [policy docs](#))

### TCF – Transparency & Consent Framework

TCF v1.1

TCF v2.0

JOIN THE TCF

TCF for Publishers

TCF for CMPs

TCF for Advertisers & Agencies

TCF for Vendors

CMP & Vendor Notifications



# WATCH THE WEBINAR SERIES! 7 DOWN, 3 TO GO

## **“TCF Switch-over” webinar series**

- IAB Europe has been running a series of 10 webinars to support the market ahead of the switch-over from TCF v1 to TCF v2.
- The slides and the webinar recordings of the webinars that have already taken place and the registration links to future webinars are [here](#).



# ALL THE TECHNICAL RESOURCES

[Consent Management Platform API](#)

[Transparency & Consent String with Global Vendor List Format](#)

[TCF Implementation Guidelines](#)

[Purpose Translations](#)

[Encoding/decoding \(and more\)](#)

[TCF V2 Policy](#) (it wasn't a joke, engineers and product managers should read this)



## WHY SHARED LIBRARIES?

- Complexity of TC string from v1.1 to v2 is an *order of magnitude*
- Shared expertise on a library will help ensure that we all get it right *together*
- *Free*/distributed QA

<https://github.com/InteractiveAdvertisingBureau/iabtcf-es>



# JAVASCRIPT LIBRARIES

## **Core (@iabtcf/core)**

- TCModel - Model of TC data (decoded TC string)
- GVL - Provides tools for handling the Global Vendor List
- TCString - Decoding and encoding TC strings

## **CmpApi (@iabtcf/cmpapi)**

- Creates on-page cmp api `__tcfapi()`
- Works with Core library

## **Stub (@iabtcf/stub)**

- Creates on page cmp api stub

## **Testing (@iabtcf/testing)**

- Tools for testing CMPs that leverage the libraries

## **cli (@iabtcf/cli)**

- Command-line utility for decoding TC strings

# TEST ENCODING / DECODING STRINGS

<http://iabtcf.com/>

@iabtcf Encode Decode

TC String

COWC-CPOwC-CPKPAaENAPCAAAAAAAAAAAAAAAAAAAIfOEuQqgAIQwglwQBAAEAAAAOIAACIAIAAAQAIgEAACEAAAAAgQBAAAAAAGBAgAAAAAAFAECAAAgAAQARAEQAAAAIAIAAga [View Decoded](#)

Meta Data

Created Date  
10 Mar 2020

Last Updated Date  
10 Mar 2020

CMP ID  
655

CMP Version  
0

Consent Screen  
0

Vendor List Version  
15

Consent Language  
EN

Pub Country Code  
..

Vendors

Vendor Consents

[2] Captify Technologies Limited  
[6] AdSpiri GmbH  
[8] Emerse Sverige AB  
[12] BeeswaxIO Corporation  
[18] Widespace AB  
[23] Amobee, Inc.  
[37] NEURALONE  
[42] Taboola Europe Limited

Vendor Legitimate Interest

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OOB Vendors Allowed

[2] Captify Technologies Limited  
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[8] Emerse Sverige AB  
[12] BeeswaxIO Corporation

Purposes & Special Features

Purpose Consents

[1] Store and/or access information on a device  
[2] Select basic ads  
[3] Create a personalised ads profile  
[4] Select personalised ads  
[5] Create a personalised content profile  
[6] Select personalised content  
[7] Measure ad performance  
[8] Measure content performance

Purpose Legitimate Interest

[1] Store and/or access information on a device  
[2] Select basic ads  
[3] Create a personalised ads profile  
[4] Select personalised ads  
[5] Create a personalised content profile  
[6] Select personalised content  
[7] Measure ad performance  
[8] Measure content performance

Special Feature Optins

[1] Use precise geolocation data  
[2] Actively scan device characteristics for identifica

☐ Is Service Specific  
☐ Special Purpose One Treatment  
☐ Publisher Uses Non-Standard Stacks



## WHAT ELSE?

- Typescript/javascript library ready to use NOW
  - Please use it!
  - If you find bugs, please file github issues
  - Currently on a weekly release cycle
- Java library in progress
  - <https://search.maven.org/artifact/com.iabtcf/iabtcf-core/1.0.2-alpha.0/jar>
  - Need help!
- Library replaces the V1.1 consent string sdk
  - V1.1 consent string sdk will deprecated with TCF v1.1 deprecation date



# TCF v2.0 REGISTRATION



## INFORMATION & REGISTRATION

For more information visit [www.iabeurope.eu/tcf](https://www.iabeurope.eu/tcf)

Policy questions: [framework@iabeurope.eu](mailto:framework@iabeurope.eu)

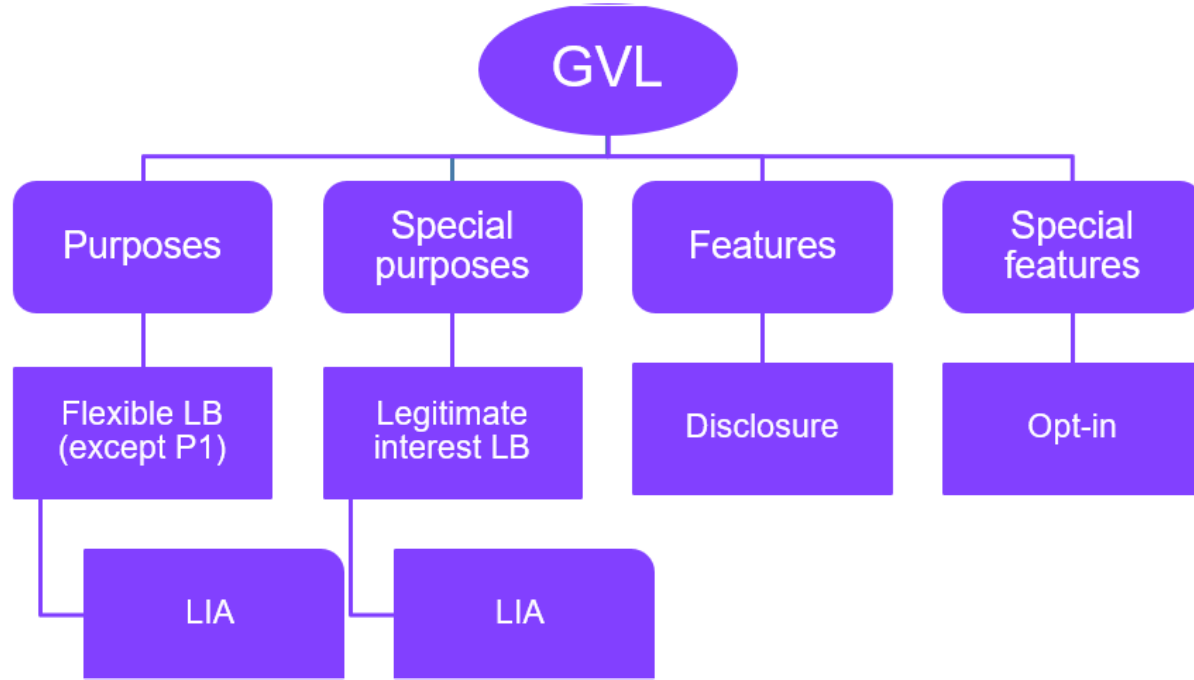
Technical: [transparencyframework@iabtechlab.com](mailto:transparencyframework@iabtechlab.com)

**Registrations to TCF v2.0 opened in September 2019.**

TCF v2.0 will operate in market alongside TCF v1.1 through until the close of Q2 2020.

You can register for TCF v2 at <https://register.consensu.org/>

# GVL REGISTRATION PROCESS





**THANK YOU!**

**Q&A**