

Dated: 22 April 2020

Subject: Transition Period for TCF v2.0 – Updated Timeline

Dear TCF registered CMPs and Vendors,

As we approach the switch over from the Transparency & Consent Framework (TCF) v1.1 to TCF v2.0, we wanted to update you on the revised timeline which has taken into account the impact of COVID-19 on stakeholder's operations.

In their recent monthly meeting, The TCF Steering Group (SG) discussed revising the timeline to accommodate requests from some group members who had asked for more flexibility in the timeline due to the unexpected pressures of the pandemic.

Please see [here](#) for the revised timeline that we hope will allow CMPs, Vendors and Publishers more time to successfully implement TCF v2.0. We remain committed to supporting all stakeholders during the switchover to TCF v2.0, so will be monitoring the pandemic situation closely. Please note that 30th June still remains as the date that TCF v1.1 will be switched off.

If you have any questions regarding the switchover to TCF v2.0, please refer to the [Q&As](#) we have created. For any additional questions, please email framework@iabeurope.eu.

Best regards,

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