

INTRODUCING TCF 2.0

THE LARGEST INDUSTRY INITIATIVE FOR **GDPR COMPLIANCE**

THE TRANSPARENCY & CONSENT FRAMEWORK (TCF)

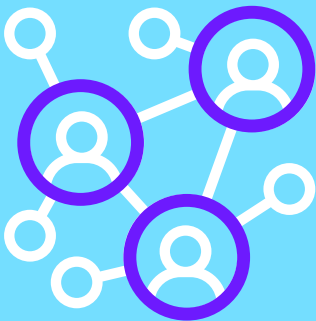
The Transparency and Consent Framework (TCF) was created to help companies who display and manage digital advertising and develop targeted content comply with the **European General Data Protection Regulation (GDPR)** and **ePrivacy Directive (ePD)** when processing personal data or accessing and/or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

The user is therefore the principal focus of the TCF, designed to give them both transparency over the use of their data and control over how their data could be used if consent is given.



INTRODUCING TCF 2.0

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



WHO CREATED TCF 2.0

- The community of **TCF stakeholders** is broad and includes publishers, technology providers and advertising and media agencies.
- **IAB Europe** as the Managing Organisation (MO) of the TCF established a TCF Steering Group to bring together these stakeholders and actively contribute to the TCF Policies.
- The TCF Steering Group also engages with the **IAB Tech Lab**, who manages the development of the Technical specifications.

TCF STEERING GROUP

55

ORGANISATIONS INVOLVED IN THE SG AND 10 NATIONAL IABS

31

INTERMEDIARIES, 6 BUY-SIDE, 18 SELL-SIDE

5

WORKING GROUPS – OVER 100 MEETINGS HELD TO CREATE TCF 2.0

SHAPING & EVOLVING THE TCF

Successful management of technical frameworks requires **continual consultation** with its users and the broad base of stakeholders. Over the past 12 months, stakeholder feedback has been sought, most notably from the publisher community. Valuable feedback was sought on how the framework can be improved and better serve the community.

In addition, feedback from regulators on TCF was sought and incorporated.



OVER THE LAST 12 MONTHS, 9 MEETINGS WITH DATA PROTECTION AUTHORITIES (DPAS), ACROSS SEVERAL EUROPEAN COUNTRIES AND THE UNITED KINGDOM