



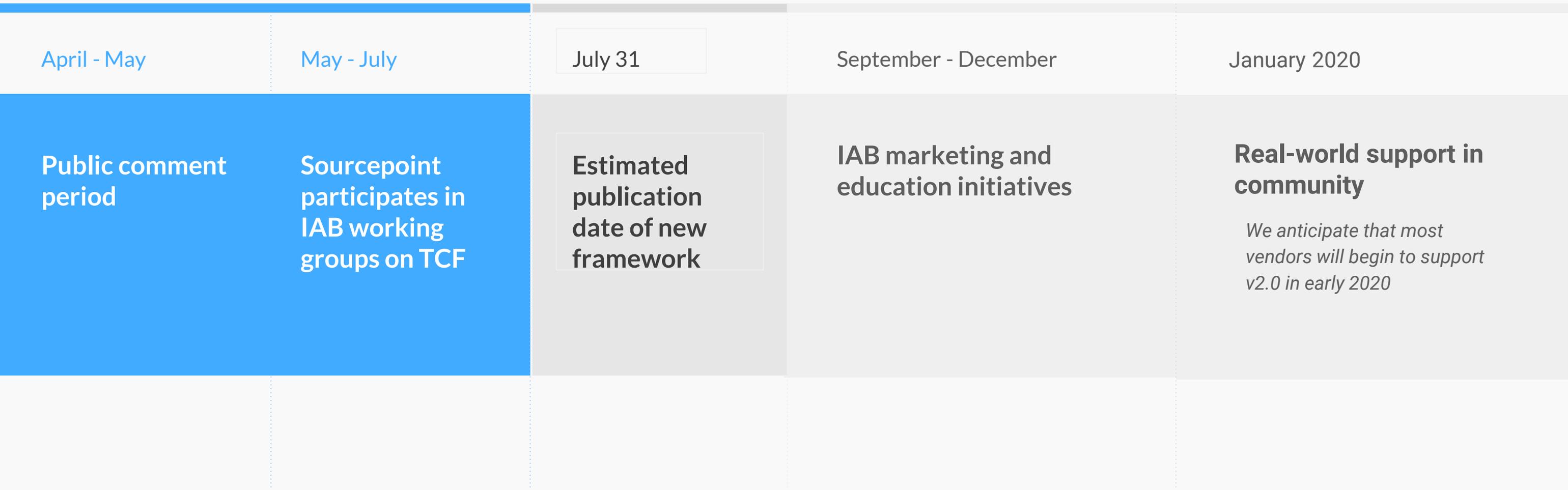
**IAB TCF
v2.0**

Transparency & Consent Framework Noteworthy changes

Updated: July 2019



Current TCF v2.0 timeline



April - May

May - July

July 31

September - December

January 2020

Public comment period

Sourcepoint participates in IAB working groups on TCF

Estimated publication date of new framework

IAB marketing and education initiatives

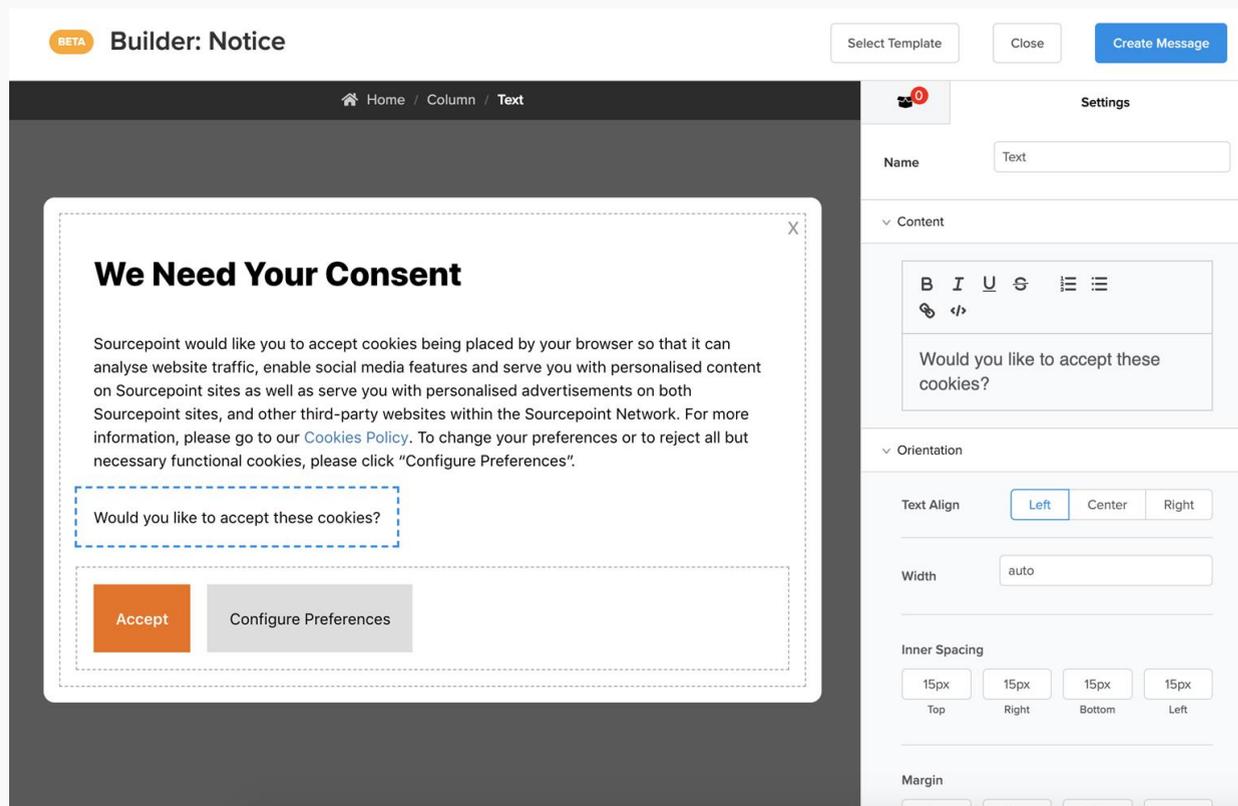
Real-world support in community

We anticipate that most vendors will begin to support v2.0 in early 2020

What does v2.0 mean for my solution?

- Overall, TCF v2.0 provides increased control for both publishers and consumers.
- Publishers are able to restrict data processing on a per-vendor basis, to varying degrees of detail.
- For consumers, more granular Purposes, as well as the implementation of more user-friendly descriptions, mean greater transparency.

What does v2.0 mean for my solution?



- As part of our TCF v2.0 release, we've made some improvements.
- We're releasing an enhanced Message Builder for easier, quicker branded message creation.
- We have also improved client-side scripting for a smaller footprint and better performance.

What's new in v2.0?

- **Legal Bases** for vendors are now flexible. Vendors must continue to declare their Purposes/Features and Legal Bases for each, but Publishers can select the Legal Basis on a per-vendor level.
- Consumers can **object to Legitimate Interest** processing.
- Creation of **additional, more granular Purposes** – and definitions and signals.
- Descriptions of Purposes via **Stacks**, which require publishers to bundle Purposes in first-layer messaging for greater uniformity and enforceability.

Purposes, Special Purposes, Features, Special Features

TCF v2.0 specifies 10 **Purposes** (up from five in v1) and two new **Special Purposes**, three **Features** and two new **Special Features**.

- ✓ **Purposes:** Consumers can opt-in or out (no change from v1).
- ❑ **Special Purposes (new):** These are “Ensure Security, Prevent Fraud, and Debug” and “Technically Deliver Ads or Content” – the consumer can make choices on these by contacting the Vendor directly.
- ❑ **Features:** Consumers are not given choices about the Features – these are uses of data for which a consumer has already consented for other purposes (no change from v1).
- ✓ **Special Features (new):** Consumers must opt-in separately.

Purposes, Special Purposes, Features, Special Features

- Purpose 1 - Store and/or access information on a device
- Purpose 2 - Select basic ads
- Purpose 3 - Create a personalised ads profile
- Purpose 4 - Select personalised ads
- Purpose 5 - Create a personalised content profile
- Purpose 6 - Select personalised content
- Purpose 7 - Measure ad performance
- Purpose 8 - Measure content performance
- Purpose 9 - Apply market research to generate audience insights
- Purpose 10 - Develop and improve products
- Special Purpose 1 - Ensure security, prevent fraud, and debug
- Special Purpose 2 - Technically deliver ads or content
- Feature 1 - Match and combine offline data sources
- Feature 2 - Link different devices
- Feature 3 - Passive fingerprinting
- Special Feature 1 - Use precise geolocation data
- Special Feature 2 - Actively scan device characteristics for identification

What are *Stacks*?

In v2.0 *Stacks* are a shorthand, uniform way to describe two or more Purposes and/or Special Features. There are 37 predefined and named *Stacks*. Publishers cannot customise the *Stack* names, and the descriptions can be modified only under certain conditions. Publishers cannot select *Stacks* with overlapping Purposes.

Example A:

Stack 19 - Ad measurement, and audience insights

- Description: Ads can be measured. Insights about the audiences who saw the ads and content can be derived.
- Purposes included:
 - Purpose 7: Measure ad performance
 - Purpose 9: Apply market research to generate audience insights

Example B:

Stack 11 - Personalised content

- Description: Content can be personalised based on a profile. More data can be added to better personalise content.
- Purposes included:
 - Purpose 5: Create a personalised content profile
 - Purpose 6: Select personalised content

Highlights: New Framework UX/UI

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Ad measurement, and audience insight ▼

Personalised content ▼

Select basic ads ▼

ACCEPT OPTIONS

Initial layer option 1 showing Stack names and Purpose name

- The initial consent request must cover all or most of the property's content.
- If using the "layered approach," the initial layer of the UI providing transparency and requesting consent must include:
 - Purposes and Special Purposes with standardised names and/or Stack names
 - Info about Features and Special Features used by Vendors when processing data

Highlights: New Framework UX/UI

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Ad measurement, and audience insight



Personalised content



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Select basic ads



ACCEPT

OPTIONS

- Should include info about the fact that some Vendors (if any) are not requesting consent, but are processing the user's data on the basis of their legitimate interest vs. based on consent – and the fact that the user has a right to object to such processing.
- A call to action for the user to customise their choices (for example “Advanced Settings”, “Options”, etc.)

Initial layer option 1 showing Stack name and description

Highlights: New Framework UX/UI

Privacy Manager

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Purposes **Features** Site Vendors

Other Vendors

ADARA MEDIA	▼
Beehive Ltd.	▼
Cerulean AI	▼
Erwak	▼
Hologram ID	▼
Jankyco	▼
LemonTree	▼
Sillychair Data	▼

[Privacy Policy](#)

Layer 2 Privacy Manager showing Vendors

- If a UI displays non-IAB Vendors, the UI must make it possible for users to distinguish between Vendors registered with the Framework, and those who are not.
- A user must be able to resurface the Framework UI from an easily accessible link, such as a Privacy Policy available on the Publisher's website or app, so they can withdraw their consent as easily as it was to give it.

How we're supporting v2.0

- Updated Vendor List builder
- Support of new Purposes, Special Purposes, Features and Special Features
- New, improved UX/UI for consumer-facing Privacy Manager
- Ability to display Stacks in consumer-facing Privacy Manager
- Integration of new descriptions
- Support for legitimate interest objection

Thank You

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