



Transparency & Consent Framework

Consent Management Provider Sign Up Requirements v1.1

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Introduction

In February 2017, the IAB Europe assembled parties representing various participants in the online advertising ecosystem, in particular parties from both the supply and demand side of the ecosystem, to work collectively on guidance and solutions to the requirements of the General Data Protection Regulation (“GDPR”). That working group is known as the GDPR Implementation Working Group (“GIG”). One of the working groups within the GIG was tasked with developing guidance on consent as a legal basis of processing and out of that group an additional working group was formed to develop a technical solution for companies to use, where and if necessary, to request, obtain and disseminate consent to various parties in the online advertising ecosystem that may be relying on consent as a legal basis of processing and/or may have parties integrated with them that rely on consent.

About the Transparency & Consent Framework (“Framework”)

The scope of the technical working group’s initiative increased further into a broader initiative to develop an industry solution to allow website operators to

1. Control the vendors they wish to allow to access their users’ browsers and devices and process their personal data and disclose these choices to other parties in the online advertising ecosystem
2. Seek user consent under the ePrivacy Directive (for setting cookies or similar technical applications that access information on a device) and/or the GDPR in line with applicable legal requirements and signal the consent status through the online advertising ecosystem

In summary have one place to go to:

- Understand privacy-related disclosures about those vendors
- Use those disclosures to make privacy-related disclosures to its users
- Disseminate the disclosure status through the online advertising ecosystem.

The various pieces of the framework are the following:

- A global vendor list
- The technical specification for capturing, storing and signalling user consent in the context of digital advertising
- Policy underlying the
 - Disclosures to be made by vendors included on the global vendor list
 - Use of the global vendor list and the reference architecture

For purposes of this documentation, the following terms have the following definitions:

Definitions

- “**CMP**” means a company that can read the vendors chosen by a website operator and the consent status of an end user (either service specific (through a first-party cookie) or global (through a third-party cookie). A CMP is not synonymous with a company that surfaces the user interface to a user (although it can be the same).
- “**Purposes**” mean the purposes for which a Controller enabled by a website operator is using personal data collected from (or received by a third party) about an end user.
- “**Vendor**” means a third party that a website operator is using in connection with surfacing content to its end users that either (1) accesses an end user’s device or browser; and/or (2) collects or receives personal data about the website operator’s end users. As such, a vendor need not be a Controller.

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Consent Management Provider Requirements v1.1

Version History - v1.1 - Initial version published March 16, 2017

Overview

Applicants for approved CMP status in the context of the Framework must provide the following information to and inform IAB Europe if any changes to the information provided.

Information for completion by companies applying for approved Consent Management Provider (CMP) status

1. Legal name
2. Billing entity name (if not the same as legal name)
3. Point of contact
4. Website
5. Declaration of whether the CMP will be used for own purposes, or to offer CMP services to others
6. Contact person - legal/policy
7. Contact person - financial/billing
8. Agree to the Terms & Conditions of the Framework
9. Commitment to comply with all relevant law and regulations
10. Commitment to comply with the Framework policies
11. Attest to technical compliance with the Framework [or time at which technical compliance is expected]
12. Payment of the administrative fee (TBA but not greater than Euro 500) charged by IAB Europe

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