

# WHAT IS THE IAB EUROPE TRANSPARENCY AND CONSENT FRAMEWORK?

The IAB Europe Transparency and Consent Framework (Framework) is the global cross-industry effort to help publishers, technology vendors, agencies and advertisers meet the transparency and user choice requirements under the General Data Protection Regulation (GDPR). It has been developed by IAB Europe in collaboration with their member organisations and professionals in the digital media and advertising industry and is supported and maintained by IAB Tech Lab.

The Framework has been created to offer a standardised means of providing transparency to users and communicating their consent signals to different parties in real time. It is a valuable tool for CMPs and websites who develop and maintain the user interface used to:

- provide users with the transparency required by law
- send signals to technology vendors about the consent status for a given user

## ➤ WHAT ARE THE BENEFITS FOR CMPs?

### The Framework:

- Provides the technical specifications that enable CMPs to capture, store and signal consent in an industry-standard manner
- Enables CMPs to receive global consents obtained by other publishers and CMPs
- Records which vendors are operating in the Framework and the purposes that they wish to process personal data for so that the user interface can be updated and users informed accordingly
- Informs CMPs when vendors use legitimate interest or consent as a legal basis for processing personal data for a given purpose so that users can be informed accordingly
- Platforms used on a publishers' website can apply to be part of the List.

## ➤ HOW DOES THE FRAMEWORK WORK?

The Framework consists of open-source technical specifications managed by the IAB Tech Lab, and policies managed by IAB Europe. It has been designed to standardise the provision of notice about personal data processing, and the transmission of signals to about user choices and transparency related to data processing, so that the digital supply chain can continue to function in a way that aligns with GDPR requirements.

The Framework thus facilitates providing transparency and obtaining consent, and makes this information available across the advertising supply chain. To enable CMPs to send valid signals, and technology providers to receive relevant signals under a common Framework of policy adherence, IAB Europe requires registration to the a central registry: the Global Vendor and CMP List.

The list centralises participants in one, well known location, complete with identification number and information about the ways companies intend to comply with the law. Publishers can use this registry to view which of their partners are a part of the Framework, and determine which vendors to include in the transparency and consent user interfaces they decide to make available on their sites.update their code to set cookies only after receiving a consent signal or a bid request, unless they have an applicable legal basis to do so.

## ➤ HOW TO REGISTER?

CMPs can register to the Framework for an annual fee of 350 EUR on the following registration portal:

[HTTP://REGISTER.CONSENSU.ORG](http://register.consensu.org)



Background and supporting materials can be found at [advertisingconsent.eu](http://advertisingconsent.eu). Version 1.1 of the Framework is available and is actively being implemented by publishers.