

This is the draft version for public comment of the Policies for Version 2.0 of the IAB Europe Transparency & Consent Framework. For more information about the public comment period, please visit www.iabeurope.eu/tcf.



IAB Europe Transparency & Consent Framework Policies

- This document lays out the Policies applicable to participants in the IAB Europe Transparency & Consent Framework.
- Participants may include publishers, vendors, and/or CMPs. Each category of participant has specific obligations and requirements which are included in these Policies.
- Participants must adhere to these Policies to maintain their participation in the Framework.
- In addition, participants must follow applicable data protection laws. In the event of a conflict between applicable law and the Policies or Specifications, the law prevails. Participants must not amend, supplement, or modify their implementation of the Framework unless expressly provided for in the Policies or Specifications.

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Chapter I: Definitions

1. Definitions

1. **“Transparency and Consent Framework”** (the **“Framework”**, or the **“TCF”**) means the Framework comprising the various parts defined under these Policies. It has the objective to help all parties in the digital advertising chain to comply with the EU’s General Data Protection Regulation (“GDPR”) and ePrivacy Directive (“ePD”) when processing personal data and/or accessing and/or storing information on a user’s device.
2. **“Interactive Advertising Bureau Europe aisbl”** (**“IAB Europe”**, the **“Managing Organization”**, or the **“MO”**) means the entity that manages and governs the Framework, including the Policies, Specifications, and the GVL. IAB Europe may update these Policies from time to time, as it reasonably determines is necessary to ensure the ongoing success of the Framework.
3. **“Framework Policies”** (the **“Policies”**) means this or any other official policy documentation disseminated by IAB Europe, and updated from time to time, that defines the requirements for compliant participation in, and use of, the Framework, including, but not limited to, Appendix A and Appendix B of these Policies, and any associated policy guidance, or publicly released enforcement actions.
4. **“Framework Specifications”** (the **“Specifications”**) means any official technical documentation disseminated by IAB Europe in concert with IAB Tech Lab or future designated technical body, and updated from time to time, that defines the technical implementation of the Framework, including, but not limited to, the Transparency and Consent String with Global Vendor List Format specification, the Consent Management Platform API specification, and any associated implementation guidance.
5. **“Global Vendor List”** (the **“GVL”**, or the **“Vendor List”**) means the list of Vendors who have registered with IAB Europe for participating in the Framework. The list is managed and maintained by IAB Europe, and is referenced by CMPs, Publishers and individual Vendors. Its structure and content shall be defined by the Specifications.
6. **“Transparency and Consent Management Platform”** (**“Consent Management Platform”**, or **“CMP”**) means the company or organisation that centralises and manages transparency for, and consent and objections of, the end user. The CMP can read and update the Legal Basis status of Vendors on the GVL, and acts as intermediary between a Publisher, an end user, and Vendors to provide transparency, help Vendors and Publishers establish Legal Bases for processing, acquire user consent as needed and manage user objections, and communicate Legal Basis, consent or and/or objection status to the ecosystem. A CMP may be the party that surfaces, usually on behalf of the publisher, the UI to a user, though that may also be another party. CMPs may be private or commercial. A private CMP means a Publisher that implements its own CMP

for its purposes. A commercial CMP offers CMP services to other parties. Unless specifically noted otherwise, these policies apply to both private and commercial CMPs.

7. “**Vendor**” means a company that participates in the delivery of digital advertising within a Publisher’s website, app, or other digital content, to the extent that company is not acting as a Publisher or CMP, and that either accesses an end user’s device or browser or processes personal data about end users visiting the Publisher’s content and adheres to the Policies. A Vendor may be considered under the GDPR to be a Controller, a Processor, or both, depending on specific circumstances.

8. “**Publisher**” means an operator of a website, app, or other content where digital ads are displayed or information is collected and/or used for digital advertising, measurement and analytics, or content personalisation, and who is primarily responsible for ensuring the Framework UI is presented to users and that Legal Bases, including consent, are established with respect to Vendors that may process personal data based on users’ visits to the Publisher’s content.

9. “**Framework UI**” (“**UI**”) means the user interface or user experience defined by the Specifications for presentation to a user in order to establish Legal Bases for Vendors on the GVL as part of their compliance with European privacy and data protection laws. The Policies and Specifications will define requirements for the UI along with aspects that are configurable by Publishers.

10. “**Purpose**” means one of the defined purposes for processing of data, including users’ personal data, by participants in the Framework that are defined in the Policies or the Specifications for which Vendors declare a Legal Basis in the GVL and for which the user is given choice, i.e. to consent or to object depending on the Legal Basis for the processing, by a CMP.

11. “**Special Purpose**” means one of the defined purposes for processing of data, including users’ personal data, by participants in the Framework that are defined in the Policies or the Specifications for which Vendors declare a Legal Basis in the GVL and for which the user is not given choice by a CMP.

12. “**Feature**” means one of the features of processing personal data used by participants in the Framework that are defined in the Policies or the Specifications used in pursuit of one or several Purposes for which the user is not given choice separately to the choice afforded regarding the Purposes for which they are used.

13. “**Special Feature**” means one of the features of processing personal data used by participants in the Framework that are defined in the Policies or the Specifications used in pursuit of one or several Purposes for which the user is given the choice to opt-in separately from the choice afforded regarding the Purposes which they support.

14. “**Stack**” means one of the combinations of Purposes and/or Special Features of processing personal data used by participants in the Framework that may be used to substitute or supplement more granular Purpose and/or Special Feature descriptions in the initial layer of a UI.

15. “**Signal**” means any signal defined by the Policies or Specifications sent by a CMP, usually on behalf of a Publisher, to Vendors that includes, amongst others, information about the transparency, consent, and/or objection status of a Vendor and/or Purpose, the opt-in status of a Special Feature, and Publisher restrictions.

16. “**Precise Geolocation Data**” means information about a user’s geographic location accurate to up to 500 meters and/or latitude and longitude data beyond two decimal points.

17. “**Legal Basis**” means a lawful ground for processing defined in Article 6 GDPR and supported by the Framework, which are consent in accordance with Article 6(1)(a) GDPR and legitimate interests in accordance with Article 6(1)(f) GDPR. Legal Bases in the Framework can be established with

- (a) Service-specific scope, which means a Legal Basis is applicable only on the service, for example a Publisher website or app, on which the Legal Basis is obtained and managed;
- (b) Group-specific scope, which means a Legal Basis is applicable only on a pre-defined group of services, for example a number of websites or apps of one or more Publishers that implement CMPs with their group’s scope each of which allows users to manage their choices regarding Legal Bases established for the group across all the services of the group;
- (c) Global scope, which means a Legal Basis is not only applicable on the service, on which the Legal Basis is obtained and managed, but across all Publisher websites or apps, that implement CMPs with global scope each of which allows users to manage their choices regarding globally established Legal Bases across all such Publisher websites or apps; or
- (d) Out-of-band (“OOB”), which means a Legal Basis has not been established using the Framework and is therefore not reflected in any Signals within the Framework and cannot be managed by users within the Framework.

Chapter II: Policies for CMPs

2. Applying and Registering

1. CMPs must apply to IAB Europe for participation in the Framework. IAB Europe shall take reasonable steps to vet and approve a CMP's application according to procedures adopted, and updated from time to time, by the MO.
2. CMPs must provide all information requested by IAB Europe that is required to fulfil IAB Europe's CMP application and approval procedures.
3. IAB Europe shall not approve a CMP's application unless or until IAB Europe can verify to its satisfaction the identity of the party or parties controlling the CMP, as well as the CMP's ability to maintain its service and adhere to the Policies and Specifications.

3. Adherence to Framework Policies

1. A CMP must adhere to all Policies applicable to CMPs that are disseminated by the MO in the Policies or in documentation that implements the Policies, such as in operating policies and procedures, guidance, and enforcement decisions.
2. A CMP must make a public attestation of compliance with the Policies in a prominent disclosure, such as in a privacy policy. This attestation must at minimum include: (i) participation in the IAB Europe Transparency & Consent Framework; (ii) compliance with the Policies and Specifications of the Transparency & Consent Framework; (ii) the IAB Europe-assigned ID of the CMP. Example:
<Organisation> participates in the IAB Europe Transparency & Consent Framework and complies with its Specifications and Policies. <Organisation> operates Consent Management Platform with the identification number <CMP ID>.

4. Adherence to the Specifications

1. In addition to implementing the Framework according to the Specifications, a CMP must support the full Specifications, unless the Specifications expressly state that a feature is optional, in which case a CMP may choose to implement the optional feature but need not to.
2. A private CMP need only implement the Specifications to the extent necessary to support the needs of the Vendors, Purposes, and Special-Features selected by its Publisher owner.
3. A CMP must disclose Vendors' GVL information, including Legal Bases, as declared, and update Vendors' GVL information, including Legal Bases status in the Framework, wherever stored, according to the Specifications, without extension, modification, or supplementation, except as expressly allowed for in the Specifications.

4. A CMP must not read, write, or communicate any Vendor’s Legal Bases except according to and as provided for under the Specifications, and using the standard API.

5. Managing Purposes and Legal Bases

1. A CMP will remind the user of their right to withdraw consent and/or the right to object to processing at least every 13 months with respect to any Vendor and Purpose.

2. A CMP must resolve conflicts in Signals or merge Signals before transmitting it (e.g. reconciliation between service-specific and global transparency and consent) in accord with the Policies and Specifications.

3. A CMP must only generate a positive consent Signal on the basis of a clear affirmative action taken by a user that unambiguously signifies that user’s agreement on the basis of appropriate information in accordance with the law.

4. A CMP must only generate a positive legitimate interest Signal on the basis of the provision of transparency by the CMP about processing on the basis of a legitimate interest and must always generate a negative legitimate interest Signal if the user has indicated an objection to such processing on the basis of a legitimate interest.

5. A CMP must only generate a positive opt-in Signal for Special Features on the basis of a clear affirmative action taken by a user that unambiguously signifies that user’s agreement on the basis of appropriate information.

6. A CMP will establish Legal Bases only in accordance with the declarations made by Vendors in the GVL and using the definitions of the Purposes and/or their translations found in the GVL, without extension, modification, or supplementation, except as expressly allowed for in the Policies.

7. A CMP must resurface the Framework UI if the MO indicates in accord with the Policies and Specifications that changes to the Policies are of such a nature as to require re-establishing Legal Bases

6. Working with Vendors

1. If a CMP works with Vendors who are not participating in the Framework and published on the GVL, the CMP must make it possible for users to distinguish between Vendors participating in the Framework, and those who are not. CMPs must not mislead others as to the Framework participation of any of the Vendors who are not registered with IAB Europe as participating in the Framework and published on the GVL.

2. If a Publisher or Vendor operates a CMP, the Policies for CMPs shall apply only to the extent of that party’s CMP operation. For example, if a Publisher operates a CMP, the prohibition against

a CMP discriminating against Vendors shall apply to the Publisher's CMP, while the Publisher remains free to make choices with respect to Vendors appearing on its sites or apps.

3. In any interaction with the Framework, a CMP may not exclude, discriminate against, or give preferential treatment to a Vendor except pursuant to explicit instructions from the Publisher involved in that interaction and in accordance with the Specifications and the Policies. For the avoidance of doubt, nothing in this paragraph prevents a private CMP from fully implementing instructions from its Publisher owner.

4. If a Vendor operates a CMP, it may require a Publisher to work with its Vendor-owner as part of the terms and conditions of using the CMP. Such a requirement shall not constitute preferential treatment in the meaning of Policy 6(3).

5. If a CMP reasonably believes that a Vendor is not in compliance with the Specifications and/or the Policies, it must promptly notify IAB Europe according to MO procedures and may, as provided for by MO procedures, pause working with the Vendor while the matter is addressed.

7. Working with Publishers

1. A CMP shall only work with Publishers within the Framework that are in full compliance with the Policies, including but not limited to the requirement to make an attestation of compliance in a prominent location, such as a privacy policy.

2. A CMP is responsible for ensuring compliance with the Policies and Specifications of its UIs and Signals. Where a commercial CMP is not able to ensure such compliance, for example because it offers Publishers the option to customise aspects that may impact compliance, the Publisher using such customisation options must assume responsibility for compliance with the Policies for CMP and register a private CMP within the Framework and use the commercial CMPs offering in association with its assigned private CMP ID.

3. If a CMP reasonably believes that a Publisher using its CMP is not in compliance with the Specifications and/or the Policies, it must promptly notify IAB Europe according to MO procedures and may, as provided for by MO procedures, pause working with the Publisher while the matter is addressed.

4. The MO may prevent a Publisher from participation in the Framework for violations of Framework Policies that are willful and/or severe according to MO procedures. The MO may enact a suspension or block of a Publisher by notifying CMPs that the Publisher is not in full compliance.

8. Record Keeping

1. A CMP will maintain records of consent, as required under the Policies and/or the Specifications, and will provide the MO access to such records upon request without undue delay.

2. A CMP will retain a record of the UI that has been deployed on any given Publisher at any given time and make this record available to its Publisher client, Vendors, and/or the MO upon request.

9. Accountability

1. IAB Europe may adopt procedures for periodically reviewing and verifying a CMP's compliance with the Policies and/or the Specifications. A CMP will provide, without undue delay, any information reasonably requested by IAB Europe to verify compliance.

2. IAB Europe may suspend a CMP from participation in the Framework for any failure to comply with the Policies and/or the Specifications until the CMP comes into full compliance and demonstrates its intention and ability to remain so to the MO's satisfaction. The MO may expel a CMP from participation in the Framework for violations of Policies that are willful and/or severe.

3. Additionally, IAB Europe may, at its discretion and according to MO procedures, take additional actions in response to a CMP's non-compliance, including public notice of the CMP's non-compliance and reporting the non-compliance to data protection authorities.

Chapter III: Policies for Vendors

10. Applying and Registering

1. Vendors must apply to IAB Europe for participation in the Framework. IAB Europe shall take reasonable steps to vet and approve a Vendor's application according to procedures adopted, and updated from time to time, by the MO.

2. Vendors must provide all information requested by the MO that is reasonably required to fulfill the MO's application and approval procedures.

3. Vendors must have all legally required disclosures in a prominent, public-facing privacy policy on their website.

4. The MO will not approve a Vendor's application unless or until the MO can verify to its satisfaction the identity of the party or parties controlling the Vendor, as well as the Vendor's ability to maintain its service and adhere to the Framework policies.

5. A Vendor will provide to the MO, and maintain as complete and accurate, all information required for inclusion in the GVL, according to the GVL Specifications. This includes the Purposes and Special Purposes for which it collects and processes personal data, the Legal Bases it relies on for processing personal data toward each Purpose and Special Purpose, the Features and Special Features it relies on in pursuit of such Purposes and Special Purposes, and its requirements regarding storing and/or accessing information on users' devices. It will ensure its

Purposes, Legal Bases, and access of a user’s device, are completely and accurately included in the GVL. It will notify the MO of any changes in a timely manner.

11. Adherence to Framework Policies

1. Vendor must adhere to all policies applicable to Vendors that are disseminated by the MO in this document or in documentation that implements the Policies, such as in operating policies and procedures, guidance, and enforcement decisions. See Accountability below regarding enforcement.

2. A Vendor must make a public attestation of compliance with the Policies in a prominent disclosure, such as in a privacy policy. This language must at a minimum include: (i) participation in the in the IAB Europe Transparency & Consent Framework; (ii) compliance with the Policies and Specifications with the Transparency & Consent Framework; (ii) the IAB Europe assigned ID that the Vendor uses. Example:

<Organisation> participates in the IAB Europe Transparency & Consent Framework and complies with its Specifications and Policies. <Organisation>’s identification number within the framework is <Vendor ID>.

12. Adherence to the Specifications

1. In addition to implementing the Framework only according to the Specifications, a Vendor must support the full Specifications, including the ability to retrieve and/or pass on Signals in the technical formats required by the Specifications and in accordance with Policies, when available.

13. Working with CMPs

1. A Vendor shall work with a CMP within the Framework only if it is in full compliance with the Policies, including but not limited to the requirement to register with IAB Europe, and make a public attestation of compliance.

2. If a Vendor reasonably believes that a CMP is not in compliance with the Specifications and/or the Policies, it must promptly notify IAB Europe according to MO procedures and may, as provided for by MO procedures, pause working with the CMP while the matter is addressed.

3. A Vendor must respect Signals communicated by a CMP or received from a Vendor who forwarded the Signal originating from a CMP in accord with the Specifications and Policies and act accordingly. A Vendor must respect Signals on an individual basis in real-time and must not rely on a stored version of a previously received Signal to store and/or access information on a device, or to process personal data for any Purpose and/or use any Special Feature where a more recent Signal has been received by that Vendor.

4. If a Vendor is unable to process the contents of a received Signal, the Vendor must assume that it does not have permission to store and/or access information on a device, or to process personal data for any Purpose and/or Special Purpose.
5. If a Vendor is unable to act in accordance with the contents of a received Signal, the Vendor must not store and/or access information on a device, or process personal data for any Purpose and/or Special Purpose.
6. A Vendor must not create Signals where no CMP has communicated a Signal, and shall only transmit Signals communicated by a CMP or received from a Vendor who forwarded a Signal originating from a CMP without extension, modification, or supplementation, except as expressly allowed for in the Policies and/or Specifications.

14. Working with Publishers

1. A Vendor shall work with a Publisher within the Framework only if it is in full compliance with the Policies, including but not limited to the requirement to make a public attestation of compliance.
2. If a Vendor reasonably believes that a Publisher is not in compliance with the Specifications and/or the Policies, it must promptly notify IAB Europe according to MO procedures and may, as provided for by MO procedures, pause working with the Publisher while the matter is addressed.
3. For the avoidance of doubt, contractual obligations that a Vendor is subject to with respect to the use of data override more permissive Signals for that Vendor about permissions to that data.
4. A Vendor must update its software for use by its Publisher- and Vendor-partners, such as scripts and tags that result in personal data processing or the storing and/or accessing of information on user devices, to ensure compliance with the Specifications, and/or the Policies. In particular, the requirement to not process personal data prior to verifiably establishing a Legal Basis for processing personal data as communicated by the appropriate Signal in accord with the Policies and Specifications, and not storing and/or accessing information on a user's device that is not exempted from the obligation to obtain consent, prior to verifiably having obtained consent as communicated by the appropriate Signal in accord with the Policies and Specifications.
5. A Vendor shall update software provided by its Vendor-partners present on its services, such as scripts and tags that result in personal data processing or the storing and/or accessing of information on user devices, if the Vendor-partner has provided updated software for the purpose of complying with the Specifications and/or the Policies.

15. Record Keeping

1. A Vendor must maintain records of consent, as required under the Policies and the Specifications, and will provide the MO access to such records upon request without undue delay.

2. A Vendor must maintain records of user identification, timestamps, and received Signals for the full duration of the relevant processing. A Vendor may maintain such records of user identification, timestamps, and Signals beyond the duration of the processing as required to comply with legal obligations or to reasonably defend or pursue legal claims, and/or reasonably pursue other interests subject to constraints of applicable law.

16. Purposes, Special Purposes and Legal Bases, Special Features and Opt-Ins

1. A Vendor must not store information or access information on a user's device without consent, unless the law exempts such storage of information or accessing of information on a user's device from an obligation to obtain consent.

2. A Vendor shall indicate on the global vendor list if it seeks consent for storing information or accessing information on a user's device where such consent is necessary. A Vendor must not store information or access information on a user's device without consent where such consent is necessary.

3. A Vendor must not process personal data relating to a user without a Legal Basis to do so.

4. A Vendor shall indicate on the Global Vendor List:

(a) that it seeks to establish one of the Legal Bases available under the Framework for processing toward a Purpose;

(b) the Legal Basis or Legal Bases it seeks to establish for processing toward a Purpose, specifically whether it wishes to rely on:

i. consent as its sole legal base

ii. legitimate interest as its sole legal base

iii. consent or legitimate interest as its Legal Bases, selected in accordance with the Policy and Specifications

(c) the default Legal Basis to be used by CMPs where the Vendor declares two possible Legal Bases under Policy 4(b)(iii).

5. A Vendor shall indicate on the Global Vendor List that it seeks to establish a legitimate interest for processing toward a Special Purpose.

6. A Vendor shall indicate on the Global Vendor List the Features it relies on in support of one or more Purposes and/or Special Purposes.

7. A Vendor shall indicate on the Global Vendor List the Special Features it relies on in support of one or more Purposes and/or Special Purposes.

8. Where a situation falls within the Framework, in addition to complying with relevant data protection laws, a Vendor wishing to rely on the user's consent for the processing of his or her

personal data will only do so if it can verify by way of the appropriate Signal in accord with the Specifications and Policies that the user has given his or her appropriate consent for the storing and/or accessing of information on a user's device and/or processing of his or her personal data before any information is stored and/or accessed on the user's device or any personal data is processed.

9. Where a situation falls within the Framework, in addition to complying with relevant data protection laws, a Vendor wishing to rely on its legitimate interest for the processing of personal data will only do so if:

- (a) it can verify by way of the appropriate Signal in accord with the Specifications and Policies that the appropriate information has been provided to the user at the time that the processing of his or her personal data starts.
- (b) the user has not exercised his or her right to object to such processing as indicated in the appropriate Signal in accord with the Policies and the Specifications.

10. Where a situation falls within the Framework, in addition to complying with relevant data protection laws, a Vendor wishing to make use of a Special Feature will only do so with the opt-in of the user, and if it can verify by way of the appropriate Signal in accord with the Specifications and Policies that the user has given his or her opt-in for the use of the Special Feature before any Special Feature is used by the Vendor, unless expressly provided for by and subject to the Policies and/or Specifications.

11. By way of derogation of Policy 16(10), a Vendor may process Precise Geolocation Data without the opt-in of the user to the Precise Geolocation Data Special Feature to:

- (a) immediately render the Precise Geolocation Data into a non-precise state, for example by truncating decimals of latitude and longitude data, without processing the Precise Geolocation Data in its precise state in any other way;
- (b) process the Precise Geolocation Data for the Special Purpose of Fraud Prevention and Security, provided that
 - (i) the Vendor complies with relevant data protection law;
 - (ii) the Vendor has conducted a data protection impact assessment for the processing of Precise Geolocation Data collected and/or processed under this derogation;
 - (iii) The Vendor actively minimises collection and/or processing of Precise Geolocation Data collected and/or processed under this derogation;
 - (iv) the Vendor puts in place reasonable retention periods for the Precise Geolocation Data collected and/or processed under this derogation;
 - (v) only retains the Precise Geolocation Data collected and/or processed under this derogation in an identifiable and/or precise state for as long as is necessary to fulfill the Special Purpose of Fraud Prevention and Security;
 - (vi) erases the Precise Geolocation Data collected and/or processed under this derogation as soon as possible;
- (c) the Precise Geolocation Data collected and/or processed under this derogation is never used for any other Purposes and/or Special Purposes, for the avoidance of doubt, the prohibition of change of purpose of the processing of Precise Geolocation Data under this

derogation is absolute, and, for example, also precludes changing Purpose with the explicit consent of the user.

11. By way of derogation of Policy 16(8) to 16(10), Vendors may establish legal bases for processing personal data for one or more Purposes and/or Special Purposes outside of the Framework, or establish opt-ins for making use of Special Features outside of the Framework, for processing of personal data in association with a user's visit to a Publisher that participates in the Framework, so long as the OOB legal bases for processing personal data for one or more Purposes and/or Special Purposes, and/or the OOB opt-ins for making use of one or more Special Features, are sufficient for such processing. Use within the Framework of such OOB legal bases and/or opt-ins established outside of the Framework is subject to Policy 16(12).

12. Where a situation falls within the Framework, a Vendor must not process personal data for any Purpose and/or Special Purpose in reliance on legal bases established outside of the Framework, nor make use of Special Features in reliance on opt-ins established outside of the Framework, for any processing in association with a user's visit to a Publisher that participates in the Framework, unless

- (a) the Publisher's CMP is configured to make use of global Legal Bases;
- (b) the Publisher informs users of the possibility that Vendors, which the Publisher does not disclose directly, may process their personal data for one or more Purposes, Special Purposes, and/or use one or more Special Features disclosed by the Publisher in line with a OOB legal basis and/or OOB opt-in established in previous interactions with those Vendors in other contexts;
- (c) the user has not interacted with and/or made a choice about the Vendor, for example by giving or refusing consent, by having been notified of the Vendor's processing under a legitimate interest, and/or objecting to processing under a legitimate interest, and the Vendor does not process any data on the basis of a OOB legal basis for any
 - (i) Purpose for which the user has objected to processing under a legitimate interest, and/or refused or withdrawn consent within the Framework;
 - (ii) Special Feature for which the user has refused to opt-in, or opted-out, within the Framework;
- (d) the Vendor is able to verify by way of the appropriate Signal, in accord with the Specifications and Policies, that the requirements of Policy 16(12)(a)-(c) for relying on OOB legal bases are met; and
- (e) the Vendor is able to demonstrate that it has established a legal basis outside of the Framework for use in the Framework by keeping appropriate records other than a mere contractual obligation requiring a third party to organise valid legal bases on its behalf, and will make such records available to the MO without undue delay upon request.

13. A Vendor must not transmit personal data to another Vendor unless the Framework's Signals show that the receiving Vendor has a Legal Basis for the processing of the personal data. For the

avoidance of doubt, a Vendor may in addition choose not to transmit any data to another Vendor for any reason.

14. By way of derogation of Policy 16(13), a Vendor may transmit personal data to another Vendor if it can verify by way of the appropriate Signal in accord with the Specifications and Policies that the receiving Vendor may process personal data on the basis of a Legal Basis established outside of the Framework under Policy 16(11) and 16(2), and it has a justified basis for relying on the recipient Vendor's having a Legal Basis for processing the personal data in question.

15. A Vendor must not transmit a user's personal data to an entity outside of the Framework unless it has a justified basis for relying on that entity's having a Legal Basis for processing the personal data in question.

16. If a Vendor receives a user's personal data without Legal Basis for the processing of that data, the Vendor must quickly cease processing of the personal data and must not further transmit the personal data to any other parties, even if those parties have a Legal Basis for processing the personal data in question.

17. Accountability

1. The MO may adopt procedures for periodically reviewing and verifying a Vendor's compliance with the Policies. A Vendor will provide, without undue delay, any information reasonably requested by the MO to verify compliance.

2. The MO may suspend a Vendor from participation in the Framework for its failure to comply with the Policies until the Vendor comes into full compliance and demonstrates its intention and ability to remain so. The MO may expel a Vendor from participation in the Framework for violations of the Policies that are willful and/or severe.

3. Additionally, the MO may, at its discretion and according to MO procedures, take additional actions in response to a Vendor's non-compliance, including public notice of the Vendor's non-compliance and reporting the non-compliance to data protection authorities.

Chapter IV: Policies for Publishers

18. Participation

1. A Publisher may adopt and use the Framework in association with their content as long as they adhere to the Policies and the Specifications.

2. Publishers must have and maintain all legally required disclosures in a public-facing privacy policy prominently linked from the content in association with which they are using the Framework.

19. Adherence to Framework Policies

1. In addition to implementing the Framework only according to the Specifications, a Publisher must adhere to all policies applicable to Publishers that are disseminated by the MO in this document or in documentation that implements the Policies, such as in operating policies and procedures, guidance, and enforcement decisions.. See Accountability below regarding enforcement.

2. A Publisher must make a public attestation of compliance with the Policies in a prominent disclosure, such as in a privacy policy. This language must at a minimum include: (i) participation in the in the IAB Europe Transparency & Consent Framework; (ii) compliance with the Policies and Specifications with the Transparency & Consent Framework; (ii) the IAB Europe assigned ID of the CMP that the publisher uses. Example:

<Organisation> participates in the IAB Europe Transparency & Consent Framework and complies with its Specifications and Policies. <Organisation> [operates|uses] the Consent Management Platform with the identification number <CMP ID>.

20. Adherence to the Specifications

1. A Publisher must support and adhere to the full Specifications, without extension, modification, or supplementation except as expressly allowed for in the Specifications.

2. A Publisher must not read, write, or communicate any Vendor's Legal Bases except according to and as provided for under the Specifications, and using the standard API.

21. Working with CMPs

1. A Publisher will work with a CMP within the Framework only if the CMP is in full compliance with the Policies and the Specifications, including but not limited to the requirement for the CMP to register with the MO.

2. If a Publisher reasonably believes that a CMP is not in compliance with the Specifications and/or the Policies, it must promptly notify the MO according to MO procedures and may, as provided for by MO procedures, pause working with the CMP while the matter is addressed.

3. A Publisher may operate a private CMP. A Publisher's private CMP is subject to the Framework Policies for CMPs just as a commercial CMP is, unless expressly stated otherwise in the Framework Policies or the Specifications.

22. Working with Vendors

1. A Publisher may choose the Vendors for which it wishes to provide transparency and help establish Legal Bases within the Framework. A Publisher may further specify the individual

Purposes for which it wishes to help establish Legal Bases by Vendor. The Publisher communicates its preferences to Vendors and/or its CMP, who in turn implement them in the Framework, all in accord with the Specifications and Policies

2. A Publisher will, in accordance with the Specifications and Policies, and considering and respecting a Vendor's declarations on the GVL, signal to Vendors which Legal Basis it has established on behalf of each Vendor.

3. For the avoidance of doubt, contractual obligations that a Publisher is subject to with respect to the permissions of a Vendor to use of data must be reflected by Signals to align with those contractual obligations.

4. A Publisher may work with Vendors that are not in the GVL but as explained below must be careful not to confuse or mislead users as to which Vendors are operating within the Policies

5. For the avoidance of doubt, contractual obligations that a Vendor is subject to with respect to the use of data override more permissive Signals for that Vendor about permissions to that data.

6. If a Publisher reasonably believes that a Vendor is not in compliance with the Specifications and/or the Policies, it must promptly notify the MO according to MO procedures and may, as provided for by MO procedures, pause working with the Vendor while the matter is addressed.

7. A Publisher will undertake to update software present on its services of its Vendor-partners, such as scripts and tags that result in personal data processing or the storing and/or accessing of information on user devices, if the Vendor has provided updated software for the purpose of complying with the Specifications and/or the Policies.

23. Managing Purposes and Legal Bases

1. The Framework does not dictate how Publishers respond to a user's acceptance or rejection of Purposes and/or Vendors.

2. A Publisher is responsible for using the Framework in accord with the Policies and Specifications to help establish Legal Bases for the specific Purposes Vendors claim.

3. A Publisher must not modify, or instruct its CMP to modify the Purpose, Special Purpose, Feature, and Special Feature names, definitions and/or their translations, and Stack names and/or their translations.

4. A Publisher must not modify, or instruct its CMP to modify, Stack descriptions and/or their translations unless

- (a) the Publisher has registered a private CMP with the Framework, or its commercial CMP is using a CMP ID assigned to the Publisher for use with a private CMP;
- (b) the modified Stack descriptions cover the substance of standard Stack descriptions, such as accurately and fully covering all Purposes that form part of the Stack;
- (c) Vendors are alerted to the fact of a Publisher using custom Stack descriptions through the appropriate Signal in accord with the Specification.

WARNING: MODIFYING STACK DESCRIPTIONS EVEN WHEN PERMITTED IS DISCOURAGED AS IT MAY INCREASE PUBLISHER AND VENDOR LEGAL RISKS AND MAY THEREFORE RESULT IN VENDORS REFUSING TO WORK WITH PUBLISHERS USING MODIFIED STACK DESCRIPTIONS. THIS COULD NEGATIVELY IMPACT PUBLISHER AD REVENUE.

5. When a Vendor that was not included in a prior use of the Framework UI is added by the Publisher, the Publisher must resurface or instruct its CMP to resurface the Framework UI to establish that Vendor's Legal Bases before signalling that the Vendor's Legal Bases have been established.¹ It also means resurfacing the UI, for example, when a previously surfaced Vendor claims a previously undisclosed Purpose or changes its declared Legal Basis for a previously disclosed Purpose before signalling that the Vendor's Legal Bases have been established.²

6. Publishers should remind users, or instruct their CMPs to do so, of their right to object to processing or withdraw consent, as applicable, at least every 13 months.

7. A Publisher will not be required to resurface the Framework UI, or instruct its CMP to do so, if it has established a Vendor's Purposes and Legal Bases in accordance with the Policies prior to a Vendor joining the GVL.

8. A Publisher must resurface the Framework UI, or instruct its CMP to do so, if the GVL indicates in accord with the Specifications that changes to the Framework are of such a nature as to require re-establishing Legal Bases.

24. Accountability

1. The MO may adopt procedures for periodically reviewing and verifying a Publisher's compliance with Framework Policies. A Publisher will provide, without undue delay, any information reasonably requested by the MO to verify compliance.

¹ This can be done by comparing current vs prior version of the GVL.

² This can be done by comparing current vs prior version of the GVL and then comparing to the Publisher's list.

2. The MO may suspend a Publisher from participation in the Framework for its failure to comply with Framework Policies until the Publisher comes into full compliance and demonstrates its intention and ability to remain so. The MO may block a Publisher from participation in the Framework for violations of Framework Policies that are willful and/or severe. The MO may enact a suspension or block of a Publisher by notifying CMPs that the Publisher is not in full compliance.
3. Additionally, the MO may, at its discretion and according to MO procedures, take additional actions in response to a Publisher's non-compliance, including public notice of the Publisher's non-compliance and reporting the non-compliance to data protection authorities.

Chapter V: Interacting with Users

1. Chapter II (Policies for CMPs), Chapter IV (Policies for Publishers), Appendix A (Purposes and Features Definitions), and Appendix B (User Interface Requirements) set out requirements for interacting with users. CMPs and/or Publishers are responsible to interact with users in accordance with these Policies and the Specifications.

Appendix A: Purposes and Features Definitions

A. Purposes

Purpose 1 - Store and/or access information on a device

Number	1
Name	Store and/or access information on a device
Legal text	Vendors can: <ul style="list-style-type: none">• Store and access information on the device such as cookies and device identifiers presented to a user.
User-friendly text	Cookies, device identifiers, or other information can be stored or accessed on your device for the purposes presented to you.

Purpose 2 - Select basic ads

Number	2
Name	Select basic ads
Legal text	To do basic ad selection vendors can: <ul style="list-style-type: none">• Use real-time information about the context in which the ad will be shown, to show the ad, including information about the content and the device, such as: device type and capabilities, user agent, URL, IP address• Use a user's non-precise geolocation data• Control the frequency of ads shown to a user.• Sequence the order in which ads are shown to a user.• Prevent an ad from serving in an unsuitable editorial (brand-unsafe) context Vendors cannot: <ul style="list-style-type: none">• Create a personalised ads profile using this information for the selection of future ads.

	N.B. Non-precise means only an approximate location involving <i>at least</i> a radius of 500 meters is permitted.
User-friendly text	Ads can be shown to you based on the content you're viewing, the app you're using, your approximate location, or your device type.

Purpose 3 - Create a personalised ads profile

Number	3
Name	Create a personalised ads profile
Legal text	To create a personalised ads profile vendors can: <ul style="list-style-type: none"> Collect information about a user, including a user's activity, interests, demographic information, or location, to create or edit a user profile for use in personalised advertising.
User-friendly text	A profile can be built about you and your interests to show you personalised ads that are relevant to you.

Purpose 4 - Select personalised ads

Number	4
Name	Select personalised ads
Legal text	To select personalised ads vendors can: <ul style="list-style-type: none"> Select personalised ads based on a user profile or other historical user data, including a user's prior activity, interests, visits to sites or apps, location, or demographic information.
User-friendly text	Personalised ads can be shown to you based on a profile about you.

Purpose 5 - Create a personalised content profile

Number	5
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Name	Create a personalised content profile
Legal text	To create a personalised content profile vendors can: <ul style="list-style-type: none"> • Collect information about a user, including a user's activity, interests, visits to sites or apps, demographic information, or location, to create or edit a user profile for personalising content.
User-friendly text	A profile can be built about you and your interests to show you personalised content that is relevant to you.

Purpose 6 - Select personalised content

Number	6
Name	Select personalised content
Legal text	To select personalised content vendors can: <ul style="list-style-type: none"> • Select personalised content based on a user profile or other historical user data, including a user's prior activity, interests, visits to sites or apps, location, or demographic information.
User-friendly text	Personalised content can be shown to you based on a profile about you.

Purpose 7 - Measure ad performance

Number	7
Name	Measure ad performance
Legal text	To measure ad performance vendors can: <ul style="list-style-type: none"> • Measure whether and how ads were delivered to and interacted with by a user • Provide reporting about ads including their effectiveness and performance • Provide reporting about users who interacted with ads using data observed during the course of the user's interaction with that ad

	<ul style="list-style-type: none"> • Provide reporting to publishers about the ads displayed on their property • Measure whether an ad is serving in a suitable editorial environment (brand-safe) context • Determine the percentage of the ad that had the opportunity to be seen and the duration of that opportunity <p>Vendors cannot:</p> <ul style="list-style-type: none"> • Apply panel- or similarly-derived audience insights data to ad measurement data without a Legal Basis to apply market research to generate audience insights (Purpose 9)
User-friendly text	The performance and effectiveness of ads that you see or interact with can be measured.

Purpose 8 - Measure content performance

Number	8
Name	Measure content performance
Legal text	<p>To measure content performance vendors can:</p> <ul style="list-style-type: none"> • Measure and report on how content was delivered to and interacted with by users. • Provide reporting, using directly measurable or known information, about users who interacted with the content <p>Vendors cannot:</p> <ul style="list-style-type: none"> • Measure whether and how ads (including native ads) were delivered to and interacted with by a user. • Apply panel- or similarly derived audience insights data to ad measurement data without a Legal Basis to apply market research to generate audience insights (Purpose 9)
User-friendly text	The performance and effectiveness of content that you see or interact with can be measured.

Purpose 9 - Apply market research to generate audience insights

Number	9
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Name	Apply market research to generate audience insights
Legal text	<p>To apply market research to generate audience insights vendors can:</p> <ul style="list-style-type: none"> ● Provide aggregate reporting to advertisers or their representatives about the audiences reached by their ads, through panel-based and similarly derived insights. ● Provide aggregate reporting to publishers about the audiences that were served or interacted with content and/or ads on their property by applying panel-based and similarly derived insights. ● Associate offline data with an online user for the purposes of market research to generate audience insights if vendors have declared to match and combine offline data sources (Feature 1) <p>Vendors cannot:</p> <ul style="list-style-type: none"> ● Measure the performance and effectiveness of ads that a specific user was served or interacted with, without a Legal Basis to measure ad performance (Purpose 7). ● Measure which content a specific user was served and how they interacted with it, without a Legal Basis to measure content performance (Purpose 8).
User-friendly text	Market research can be used to learn more about the audiences who visit sites/apps and view ads.

Purpose 10 - Develop and improve products

Number	10
Name	Develop and improve products
Legal text	<p>To develop new products and improve products vendors can:</p> <ul style="list-style-type: none"> ● Use information to improve their existing products with new features and to develop new products ● Create new models and algorithms through machine learning <p>Vendors cannot:</p> <ul style="list-style-type: none"> ● Conduct any other data processing operation allowed under a different purpose under this purpose

User-friendly text	Your data can be used to improve existing systems and software, and to develop new products.
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B. Special Purposes

Special Purpose 1 - Ensure security, prevent fraud, and debug

Number	1
Name	Ensure security, prevent fraud, and debug
Legal text	<p>To ensure security, prevent fraud and debug vendors can:</p> <ul style="list-style-type: none"> • Ensure data are securely transmitted • Detect and prevent malicious, fraudulent, invalid, or illegal activity. • Ensure correct and efficient operation of systems and processes, including to monitor and enhance the performance of systems and processes engaged in permitted purposes <p>Vendors cannot:</p> <ul style="list-style-type: none"> • Conduct any other data processing operation allowed under a different purpose under this purpose.
User-friendly text	Your data can be used to monitor for and prevent fraudulent activity, and ensure systems and processes work properly and securely.

Special Purpose 2 - Technically deliver ads or content

Number	2
Name	Select personalised content
Legal text	<p>To deliver information and respond to technical requests vendors can:</p> <ul style="list-style-type: none"> • Use a user's IP address to deliver an ad over the internet • Respond to a user's interaction with an ad by sending the user to a landing page • Use a user's IP address to deliver content over the internet • Respond to a user's interaction with content by sending the user to a landing page

	<ul style="list-style-type: none"> Use information about the device type and capabilities for delivering ads or content, for example, to deliver the right size ad creative or video file in a format supported by the device <p>Vendors cannot:</p> <ul style="list-style-type: none"> Conduct any other data processing operation allowed under a different purpose under this purpose
User-friendly text	Your device can receive and send information that allows you to see and interact with ads and content.

C. Features

Feature 1 - Match and combine offline data sources

Number	1
Name	Select personalised content
Legal text	<p>Vendors can:</p> <ul style="list-style-type: none"> Combine data obtained offline with data collected online in support of one or more Purposes or Special Purposes.
User-friendly text	Data from offline data sources can be combined with your online activity in support of one or more purposes.

Feature 2 - Link different devices

Number	2
Name	Link different devices
Legal text	<p>Vendors can:</p> <ul style="list-style-type: none"> Deterministically determine that two or more devices belong to the same user or household

	<ul style="list-style-type: none"> • Probabilistically determine that two or more devices belong to the same user or household • Actively scan device characteristics for identification for probabilistic identification if users have allowed vendors to actively scan device characteristics for identification (Special Feature 2)
User-friendly text	Different devices can be determined as belonging to you or your household in support of one or more of purposes.

D. Special Features

Special Feature 1 - Use precise geolocation data

Number	1
Name	Use precise geolocation data
Legal text	<p>Vendors can:</p> <ul style="list-style-type: none"> • Collect and process precise geolocation data in support of one or more purposes. <p>N.B. Precise geolocation means that there are no restrictions on the precision of a user's location; this can be accurate to within several meters.</p>
User-friendly text	Your precise geolocation data can be used in support of one or more purposes. This means your location can be accurate to within several meters.

Special Feature 2 - Actively scan device characteristics for identification

Number	2
Name	Actively scan device characteristics for identification

Legal text	<p>Vendors can:</p> <ul style="list-style-type: none"> • Create an identifier using data collected via actively scanning a device for specific characteristics, e.g. installed fonts or screen resolution. • Use such an identifier to re-identify a device.
User-friendly text	Your device can be identified based on a scan of your device's unique combination of characteristics.

E. Stacks

Stacks may be used to substitute initial layer information about two or more Purposes and/or Special Features (also see Appendix B). Purposes must not be included in more than one Stack, and must not be presented as part of a Stack and outside of Stacks at the same time. Conversely, any Stacks used must not include the same Purpose more than once, nor include Purposes presented separately from Stacks.

Stack 1 - Precise geolocation data, and identification through device scanning

Number	1
Name	Precise geolocation data, and identification through device scanning
Description	Precise geolocation and information about device characteristics can be used.
Special Features included	<ul style="list-style-type: none"> • Special Feature 1: Use precise geolocation data • Special Feature 2: Actively scan device characteristics for identification

Stack 2 - Basic ads, and ad measurement

Number	2
Name	Basic ads, and ad measurement
Description	Basic ads can be served. Ad performance can be measured.
Purposes included	<ul style="list-style-type: none"> • Purpose 2: Select basic ads • Purpose 7: Measure ad performance

Stack 3 - Personalised ads

Number	3
Name	Personalised ads
Description	Ads can be personalised based on a profile. More data can be added to better personalise ads.
Purposes included	<ul style="list-style-type: none"> • Purpose 2: Select basic ads • Purpose 3: Create a personalised ads profile • Purpose 4: Select personalised ads

Stack 4 - Basic ads, and ad measurement

Number	4
Name	Basic ads, and ad measurement
Description	Basic ads can be served. Ad performance can be measured. Insights about the audiences who saw the ads and content can be derived.
Purposes included	<ul style="list-style-type: none"> • Purpose 2: Select basic ads • Purpose 7: Measure ad performance • Purpose 9: Apply market research to generate audience insights

Stack 5 - Basic ads, personalised ads profile, and ad measurement

Number	5
Name	Basic ads, personalised ads profile, and ad measurement
Description	Basic ads can be served. More data can be added to better personalise ads. Ad performance can be measured.
Purposes included	<ul style="list-style-type: none"> • Purpose 2: Select basic ads • Purpose 3: Create a personalised ads profile • Purpose 7: Measure ad performance

Stack 6 - Personalised ads display, and ad measurement

Number	6
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Name	Personalised ads display, and measurement
Description	Ads can be personalised based on a profile. Ad performance can be measured.
Purposes included	<ul style="list-style-type: none"> ● Purpose 2: Select basic ads ● Purpose 4: Select personalised ads ● Purpose 7: Measure ad performance

Stack 7 - Personalised ads display, ad measurement, and audience insights

Number	7
Name	Personalised ads display, ad measurement, and audience insights
Description	Ads can be personalised based on a profile. Ad performance can be measured. Insights about the audiences who saw the ads and content can be derived.
Purposes included	<ul style="list-style-type: none"> ● Purpose 2: Select basic ads ● Purpose 4: Select personalised ads ● Purpose 7: Measure ad performance ● Purpose 9: Apply market research to generate audience insights

Stack 8 - Personalised ads, and ad measurement

Number	8
Name	Personalised ads, and ad measurement
Description	Ads can be personalised based on a profile. More data can be added to better personalise ads. Ad performance can be measured.
Purposes included	<ul style="list-style-type: none"> ● Purpose 2: Select basic ads ● Purpose 3: Create a personalised ads profile ● Purpose 4: Select personalised ads ● Purpose 7: Measure ad performance

Stack 9 - Personalised ads, ad measurement, and audience insights

Number	9
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Name	Personalised ads, ad measurement, and audience insights
Description	<ul style="list-style-type: none"> ● Purpose 2: Select basic ads ● Purpose 3: Create a personalised ads profile ● Purpose 4: Select personalised ads ● Purpose 7: Measure ad performance ● Purpose 9: Apply market research to generate audience insights
Purposes included	Ads can be personalised based on a profile. More data can be added to better personalise ads. Ad performance can be measured. Insights about the audiences who saw the ads and content can be derived.

Stack 10 - Personalised ads profile and display

Number	10
Name	Personalised ads profile and display
Description	Ads can be personalised based on a profile. More data can be added to better personalise ads.
Purposes included	<ul style="list-style-type: none"> ● Purpose 3: Create a personalised ads profile ● Purpose 4: Select personalised ads

Stack 11 - Personalised content

Number	11
Name	Personalised content
Description	Content can be personalised based on a profile. More data can be added to better personalise content.
Purposes included	<ul style="list-style-type: none"> ● Purpose 5: Create a personalised content profile ● Purpose 6: Select personalised content

Stack 12 - Personalised content display, and content measurement

Number	12
Name	Personalised content display, and content measurement
Description	Content can be personalised based on a profile. Content performance can be measured.

Purposes included	<ul style="list-style-type: none"> • Purpose 6: Select personalised content • Purpose 8: Measure content performance
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Stack 13 - Personalised content display, content measurement and audience insights

Number	13
Name	Personalised content display, content measurement and audience insights
Description	Content can be personalised based on a profile. Content performance can be measured. Insights about the audiences who saw the ads and content can be derived.
Purposes included	<ul style="list-style-type: none"> • Purpose 6: Select personalised content • Purpose 8: Measure content performance • Purpose 9: Apply market research to generate audience insights

Stack 14 - Personalised content, and content measurement

Number	14
Name	Personalised content, and content measurement
Description	Content can be personalised based on a profile. More data can be added to better personalise content. Content performance can be measured.
Purposes included	<ul style="list-style-type: none"> • Purpose 5: Create a personalised content profile • Purpose 6: Select personalised content • Purpose 8: Measure content performance

Stack 15 - Personalised content, content measurement and audience insights

Number	15
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Name	Personalised content, content measurement and audience insights
Description	Content can be personalised based on a profile. More data can be added to better personalise content. Content performance can be measured. Insights about the audiences who saw the ads and content can be derived.
Purposes included	<ul style="list-style-type: none"> ● Purpose 5: Create a personalised content profile ● Purpose 6: Select personalised content ● Purpose 8: Measure content performance ● Purpose 9: Apply market research to generate audience insights

Stack 16 - Personalised content, content measurement, audience insights, and product development.

Number	16
Name	Personalised content, content measurement, audience insights, and product development
Description	Content can be personalised based on a profile. More data can be added to better personalise content. Content performance can be measured. Insights about the audiences who saw the ads and content can be derived. Data can be used to build or improve user experience, systems, and software
Purposes included	<ul style="list-style-type: none"> ● Purpose 5: Create a personalised content profile ● Purpose 6: Select personalised content ● Purpose 8: Measure content performance ● Purpose 9: Apply market research to generate audience insights ● Purpose 10: Develop and improve products

Stack 17 - Ad and content measurement, and audience insights

Number	17
Name	Ad and content measurement, and audience insights
Description	Ad and content performance can be measured. Insights about the audiences who saw the ads and content can be derived.
Purposes included	<ul style="list-style-type: none"> ● Purpose 7: Measure ad performance ● Purpose 8: Measure content performance ● Purpose 9: Apply market research to generate audience insights

Stack 18 - Ad and content measurement

Number	18
Name	A and content measurement
Description	Ad and content performance can be measured.
Purposes included	<ul style="list-style-type: none"> ● Purpose 7: Measure ad performance ● Purpose 8: Measure content performance

Stack 19 - Ad measurement, and audience insights

Number	19
Name	Ad measurement, and audience insights
Description	Ad can be measured. Insights about the audiences who saw the ads and content can be derived.
Purposes included	<ul style="list-style-type: none"> ● Purpose 7: Measure ad performance ● Purpose 9: Apply market research to generate audience insights

Stack 20 - Ad and content measurement, audience insights, and product development

Number	20
Name	Ad and content measurement, audience insights, and product development
Description	Ad and content performance can be measured. Insights about the audiences who saw the ads and content can be derived. Data can be used to build or improve user experience, systems, and software. Insights about the audiences who saw the ads and content can be derived.
Purposes included	<ul style="list-style-type: none"> ● 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

Stack 21 - Content measurement, audience insights, and product development

Number	21
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Name	Content measurement, audience insights, and product development.
Description	Content performance can be measured. Insights about the audiences who saw the ads and content can be derived. Data can be used to build or improve user experience, systems, and software.
Purposes included	<ul style="list-style-type: none"> ● Purpose 8: Measure content performance ● Purpose 9: Audience measurement ● Purpose 10: Develop and improve products

Stack 22 - Content measurement, and product development

Number	22
Name	Content measurement, and product development
Description	Content performance can be measured. Data can be used to build or improve user experience, systems, and software.
Purposes included	<ul style="list-style-type: none"> ● Purpose 8: Measure content performance ● Purpose 10: Develop and improve products

Stack 23 - Personalised ads and content display, ad and content measurement

Number	23
Name	Personalised ads and content display, ad and content measurement
Description	Ads and content can be personalised based on a profile. Ad and content performance can be measured.
Purposes included	<ul style="list-style-type: none"> ● Purpose 2: Select basic ads ● Purpose 4: Select personalised ads ● Purpose 6: Select personalised content ● Purpose 7: Measure ad performance ● Purpose 8: Measure content performance

Stack 24 - Personalised ads and content display, ad and content measurement, and audience insights

Number	24
Name	Personalised ads and content display, ad and content measurement, and audience insights

Description	Ads and content can be personalised based on a profile. Ad and content performance can be measured. Insights about the audiences who saw the ads and content can be derived. Data can be used to build or improve user experience, systems, and software.
Purposes included	<ul style="list-style-type: none"> ● Purpose 2: Select basic ads ● Purpose 4: Select personalised ads ● Purpose 6: Select personalised content ● Purpose 7: Measure ad performance ● Purpose 8: Measure content performance ● Purpose 9: Apply market research to generate audience insights

Stack 25 - Personalised ads and content, ad and content measurement

Number	25
Name	Personalised ads and content, ad and content measurement
Description	Ads and content can be personalised based on a profile. More data can be added to better personalise ads and content. Ad and content performance can be measured.
Purposes included	<ul style="list-style-type: none"> ● 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

Stack 26 - Personalised ads and content, ad and content measurement, and audience insights

Number	26
Name	Personalised ads and content, ad and content measurement, and audience insights
Description	Ads and content can be personalised based on a profile. More data can be added to better personalise ads and content. Ad and content performance can

	be measured. Insights about the audiences who saw the ads and content can be derived.
Purposes included	<ul style="list-style-type: none"> ● 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

Stack 27 - Personalised ads, and content profile

Number	27
Name	Personalised ads, and content profile
Description	More data can be added to personalise ads and content.
Purposes included	<ul style="list-style-type: none"> ● Purpose 3: Create a personalised ads profile ● Purpose 5: Create a personalised content profile

Stack 28 - Personalised ads and content display

Number	28
Name	Personalised ads and content display
Description	Ads and content can be personalised based on a profile.
Purposes included	<ul style="list-style-type: none"> ● Purpose 2: Select basic ads ● Purpose 4: Select personalised ads ● Purpose 6: Select personalised content

Stack 29 - Basic ads, ad and content measurement, and audience insights

Number	29
Name	Basic ads, ad and content measurement, and audience insights

Description	Basic ads can be served. Ad and content performance can be measured. Insights about the audiences who saw the ads and content can be derived.
Purposes included	<ul style="list-style-type: none"> ● Purpose 2: Select basic ads ● Purpose 7: Measure ad performance ● Purpose 8: Measure content performance ● Purpose 9: Apply market research to generate audience insights

Stack 30 - Personalised ads display, personalised content, ad and content measurement, and audience insights

Number	30
Name	Personalised ads display, personalised content, ad and content measurement, a audience insights
Description	Ads and content can be personalised based on a profile. More data can be added to better personalise content. Ad and content performance can be measured. Insights about the audiences who saw the ads and content can be derived.
Purposes included	<ul style="list-style-type: none"> ● Purpose 2: Select basic ads ● 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

Stack 31 - Basic ads, personalised content, ad and content measurement, and audience insights

Number	31
Name	Personalised ads display, personalised content, ad and content measurement, audience insights, and product development
Description	Ads and content can be personalised based on a profile. More data can be added to better personalise content. Ad and content performance can be measured. Insights about the audiences who saw the ads and content can be derived. Data can be used to build or improve user experience, systems, and software.

Purposes included	<ul style="list-style-type: none"> ● Purpose 2: Select basic ads ● 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
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Stack 32 - Basic ads, personalised content, ad and content measurement, and audience insights

Number	32
Name	Basic ads, personalised content, ad and content measurement, and audience insights
Description	Basic ads can be served. Content can be personalised based on a profile. More data can be added to better personalise content. Ad and content performance can be measured. Insights about the audiences who saw the ads and content can be derived.
Purposes included	<ul style="list-style-type: none"> ● Purpose 2: Select basic 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

Stack 33 - Basic ads, personalised content, ad and content measurement, audience insights, and product development

Number	33
Name	Basic ads, personalised content, ad and content measurement, audience insights and product development
Description	Basic ads can be served. Content can be personalised based on a profile. More data can be added to better personalise content. Ad and content performance can be measured. Insights about the audiences who saw the ads and content can be derived. Data can be used to build or improve user experience, systems, and software.
Purposes	<ul style="list-style-type: none"> ● Purpose 2: Select basic ads

included	<ul style="list-style-type: none"> ● 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
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Stack 34 - Basic ads, personalised content, content measurement, and audience insights

Number	34
Name	Basic ads, personalised content, content measurement, and audience insights
Description	Basic ads can be served. Content can be personalised based on a profile. More data can be added to better personalise content. Ad and content performance can be measured. Insights about the audiences who saw the ads and content can be derived.
Purposes included	<ul style="list-style-type: none"> ● Purpose 2: Select basic ads ● Purpose 5: Create a personalised content profile ● Purpose 6: Select personalised content ● Purpose 8: Measure content performance ● Purpose 9: Apply market research to generate audience insights

Stack 35 - Basic ads, personalised content, content measurement, audience insights, and product development

Number	35
Name	Basic ads, personalised content, content measurement, audience insights, and product development
Description	Basic ads can be served. Content can be personalised based on a profile. More data can be added to better personalise content. Content performance can be measured. Insights about the audiences who saw the ads and content can be derived. Data can be used to build or improve user experience, systems, and software.
Purposes included	<ul style="list-style-type: none"> ● Purpose 2: Select basic ads ● Purpose 5: Create a personalised content profile ● Purpose 6: Select personalised content ● Purpose 8: Measure content performance ● Purpose 9: Apply market research to generate audience insights

	<ul style="list-style-type: none"> • Purpose 10: Develop and improve products
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Stack 36 - Basic ads, personalised content, and ad measurement

Number	36
Name	Basic ads, personalised content, and ad measurement
Description	Basic ads can be served. Content can be personalised based on a profile. More data can be added to better personalise content. Ad performance can be measured.
Purposes included	<ul style="list-style-type: none"> • Purpose 2: Select basic ads • Purpose 5: Create a personalised content profile • Purpose 6: Select personalised content • Purpose 7: Measure ad performance

Stack 37 - Basic ads, personalised content, ad measurement, and product development

Number	37
Name	Basic ads, personalised content, ad measurement, and product development
Description	Basic ads can be served. Content can be personalised based on a profile. More data can be added to better personalise content. Ad performance can be measured. Data can be used to build or improve user experience, systems, and software.
Purposes included	<ul style="list-style-type: none"> • Purpose 2: Select basic ads • Purpose 5: Create a personalised content profile • Purpose 6: Select personalised content • Purpose 7: Measure ad performance • Purpose 10: Develop and improve products

F. Example Stack Combinations

Example Stack Combination 1

- **Purpose 1: Store and/or access information on a device**
- **Special Feature 1: Use precise geolocation data**
- **Stack 3: Personalised ads**
 - Purpose 2: Select basic ads
 - Purpose 3: Create a personalised ads profile
 - Purpose 4: Select personalised ads
- **Stack 11: Personalised content**
 - Purpose 5: Create a personalised content profile
 - Purpose 6: Select personalised content
- **Stack 17: Ad and content measurement, and audience insights**
 - 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**

Example Stack Combination 2

- **Purpose 1: Store and/or access information on a device**
- **Special Feature 1: Use precise geolocation data**
- **Stack 8: Personalised ads, and ad measurement**
 - Purpose 2: Select basic ads
 - Purpose 3: Create a personalised ads profile
 - Purpose 4: Select personalised ads
 - Purpose 7: Measure ad performance
- **Stack 14: Personalised content, and content measurement**
 - Purpose 5: Create a personalised content profile
 - Purpose 6: Select personalised content
 - Purpose 8: Measure content performance
- **Purpose 9: Apply market research to generate audience insights**
- **Purpose 10: Develop and improve products**

Example Stack Combination 3 (Advertisers)

- **Purpose 1: Store and/or access information on a device**
- **Special Feature 1: Use precise geolocation data**
- **Stack 3: Personalised ads**
 - Purpose 2: Select basic ads
 - Purpose 3: Create a personalised ads profile
 - Purpose 4: Select personalised ads
- **Stack 19: Ad measurement, and audience insights**
 - Purpose 7: Measure ad performance

- Purpose 9: Apply market research to generate audience insights
- **Purpose 10: Develop and improve products**

Appendix B: User Interface Requirements

A. Scope

a. This Appendix applies to any party deploying a user interface in connection with the Framework (“Framework UI”). Typically this is the first party in the interaction with the user, such as a Publisher operating its own private CMP, or relying on the services of a commercial CMP. Both the Publisher and the CMP are responsible to ensure that these requirements are met. Appendix B should be read in conjunction with Chapter II (Policies for CMPs), Chapter IV (Policies for Publishers), and Chapter V (Policies for Interacting with Users).

b. A Publisher and/or CMP is responsible for determining when the Framework UI will be shown in accord with the Framework Policies and the Specifications, consistent with legal requirements to support the transparent and lawful storing and/or accessing of information on user devices and/or processing of users’ personal data by Vendors. The Framework UI may be used to support the Publisher’s own transparent and lawful storing and/or accessing of information on user devices and/or processing of users’ personal data.

c. The Framework Policies and the Specifications establish minimum requirements for language, design, and other elements in the Framework UI. These minimum requirements are intended to align with legal requirements of EU privacy and data protection law. In the event of a conflict between applicable EU law and Appendix B, the law prevails. Unless stated otherwise, nothing in Appendix B is intended to prevent the creation of Framework UIs that go beyond these minimum requirements.

B. General Rules and Requirements for Framework UIs

a. When providing transparency and/or consent choices to users, the Framework UI may make use of a so-called layered approach that provides key information immediately in an initial layer and makes more detailed information available elsewhere in additional layers for those users who are interested in it. Appendix B provides minimum requirements for certain layers, in particular the initial layer, where the Framework UI makes use of a layered approach.

b. When providing transparency about Purposes and Features, the Framework UI must do so only on the basis of the standard Purpose, Special Purpose, Feature, and Special Feature names and definitions of Appendix A as they are published on the Global Vendor List or using Stacks in accordance with the Policies and Specifications. UIs must make available the standard legal text of Purposes, Special Purposes, Features, and Special Features of Appendix A but may substitute or supplement the standard legal definitions with the standard user friendly text of Appendix A so

long as the legal text remains available to the user and it is explained that these legal texts are definitive.

c. Where the Framework UI uses a language other than English, the Framework UI must do so only on the basis of official translations of the standard Purpose, Special Purpose, Feature and Special Feature names and definitions of Appendix A as they are published on the Global Vendor List.

d. When providing transparency about Vendors, the Framework UI must do so only on the basis of the information provided, and declarations made by Vendors as they are published on the Global Vendor List.

e. For the avoidance of doubt, Framework UIs may be used to also provide transparency, and request consent, for purposes and/or vendors, that are not covered by the Framework. However, users must not be misled to believe that any non-Framework purpose and/or vendor are part of the Framework or subject to its Policies. If the Framework UI includes non-Framework purposes and/or vendors the Framework UI must make it possible for users to distinguish between Vendors registered with the Framework, and Purposes defined by the Framework, and those who are not.

f. In cases in which the Publisher permits Vendors which it does not disclose directly, to process users personal data for one or more Purposes, Special Purposes, and/or using one or more Special Features disclosed by the Publisher in line with a OOB legal basis and/or OOB opt-in established in previous interactions with those Vendors in other contexts, the Framework UI must inform users of the same.

C. Specific Requirements for Framework UIs in Connection with Requesting a User's Consent

a. When providing transparency about Purposes, Features and Vendors in connection with requesting a user's consent for the same, the Framework UI's must be displayed prominently and separately from other information, such as the general terms and conditions or the privacy policy, in a modal or banner that covers all or substantially all of the content of the website or app.

b. When making use of a so-called layered approach, the initial layer of the Framework UI providing transparency and requesting a user's consent must include at least the following:

- I. Information about the fact that information is stored on and/or accessed from the user's device (e.g. use of cookies, device identifiers, or other device data);
- II. Information about the fact that personal data is processed, and the nature of the personal data processed (e.g. unique identifiers, browsing data);
- III. Information about the fact that third party Vendors will be storing and/or accessing information from the user's device and processing their personal data; and a link to the list of named third parties.

- IV. The list of the distinct and separate Purposes and Special Purposes for which the Vendors are processing data, using at least the standardized names and/or Stack names as defined in Appendix A;
 - V. Information about the Features and Special Features used by the Vendors when processing data;
 - VI. Information about the consequences (if any) of consenting or not consenting (including withdrawing consent)
 - VII. Information about the scope of the consent choice, i.e. global consent, service-specific consent, or group-specific consent. If group-specific consent, a link with information about the group.
 - VIII. Information about the fact that the user can withdraw their consent at any time, and how to resurface the Framework UI in order to do so;
 - IX. Information about the fact that some Vendors (if any) are not requesting consent, but processing the user's data on the basis of their legitimate interest; the fact that the user has a right to object to such processing; and a link to the relevant layer of the Framework UI dealing with processing on the basis of legitimate interests where more information can be found.
 - X. A call to action for the user to express their consent (for example "Accept", "Okay", "Approve", etc.)
 - XI. A call to action for the user to customise their choices (for example "Advanced Settings", "Customise Choices", etc.).
- c. When making use of a so-called layered approach, a secondary layer must be provided that allows the user to:
- I. review the list of named Vendors, their Purposes, Special Purposes, Features, Special Features, associated Legal Bases, and a link to each Vendor's privacy policy;
 - II. review the list of Purposes, Special Purposes, Features, and Special Features including their standard name and their full standard description, as defined in Appendix A, and a way to see which Vendors are seeking consent for each of the Purposes;
 - III. make granular and specific consent choices with respect to each Vendor, and, separately, each Purpose for which the Publisher chooses to obtain consent on behalf of or more Vendors;
 - IV. make granular and specific opt-in choices with respect to each Special Feature for which the Publisher chooses to obtain consent on behalf of one or more Vendors;
 - V. repeat the information about the fact that some Vendors (if any) are not requesting consent, but processing the user's data on the basis of their legitimate interest; the fact that the user has a right to object to such processing; and a link to the relevant layer of the Framework UI dealing with processing on the basis of legitimate interests where more information could be found and the right to object exercised.
- d. When a user accesses a layer, which will be a secondary layer when using a layered approach, allowing them to make granular and specific consent choices with respect to each Purpose, under Policy C(c)(III), and/or to make granular and specific opt-in choices with respect to each Special Feature under Policy C(c)(IV) the default choice must be "no consent", "no opt-in" or "off".

e. If a UI displays Vendors who are not registered with IAB Europe for participation in the Framework, the UI must make it possible for users to distinguish between Vendors registered with the Framework, and those who are not. The UI must not mislead others as to the Framework participation of any of the Vendors who are not registered with the MO.

f. 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 as to allow them to withdraw their consent as easily as it was to give it, notably by including a call to action for the user to withdraw their consent (for example “Withdraw consent”).

D. Specific Requirements for Framework UIs in Connection with Legitimate Interests

a. When providing transparency about Purposes, Special Purposes, Features, Special Features, and Vendors in connection with a legitimate interest for the same, transparency must be provided at least through an easily accessible link to the relevant layer of the Framework UI dealing with processing on the basis of legitimate interests.

b. When providing transparency about Purposes, Special Purposes, Features, Special Features, and Vendors in connection with both requesting a user’s consent for the same and a legitimate interest, Policy C(a) applies, and the easily accessible link to the relevant layer of the Framework UI dealing with processing on the basis of legitimate interests required under Policy D(a) must be included in the initial layer of the Framework UI presented in line with Policy C(a).

c. When providing transparency about Purposes, Special Purposes, Features, Special Features and Vendors in connection with a legitimate interest for the same, a single secondary layer must be provided that allows the user to:

- I. see information about the fact that personal data is processed, and the nature of the personal data processed (e.g. unique identifiers, browsing data);
- II. see information about the scope of the legitimate interest processing and scope of any objection to such processing, i.e. global scope, service-specific scope, or group-specific scope. If group-specific scope, a link with information about the group.
- III. access controls within the Framework UI to object to processing of their personal data on the basis of a legitimate interest;
- IV. review the list of Purposes and Special Purposes including their standard name and their full standard description, as defined in Appendix A, and a way to see which Vendors are processing their data for each of the Purposes and Special Purposes on the basis of a legitimate interest;
- V. exercise their right to object with respect to processing under a legitimate interest for each Vendor, and, separately, each Purpose for which the Publisher chooses to help establish Vendors transparency;
- VI. review the list of named Vendors, their Purposes, Special, Purposes, Features, Special Features, and Legal Bases, and find a link to each Vendor’s privacy policy.

Version History and Changelog

- Version 2018-04-10.1 – Initial Framework Policies
- Version 2018-04-25.2 – Added Purpose and Feature Definitions to Appendix A, and UI/UX Guidelines and Requirements to Appendix B
- Version 2018-10-02.2a – Removed a provision stating CMPs must only work with Vendors registered with the MO. Clarified conditions for providing services to Vendors not registered with the MO.
- **Version 2018-XX-XX.3** – Framework Policies for Version 2.0. Major changes have been made to the Policies, including Appendix A, and Appendix B. A redline document may be consulted on the following URL: **[insert red line link]**

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