



PubMatic Implements The Transparency & Consent Framework (TCF) v2.0

April 29, 2020

The company continues to champion global privacy and transparency initiatives

London, UK, April 29, 2020 – Premium digital advertising technology company, PubMatic, today announced its implementation of IAB Europe’s Transparency & Consent Framework (TCF) 2.0. The move serves as the latest in a series of efforts in PubMatic’s commitment to enforcing industry quality and transparency initiatives around the globe.

IAB Europe, the leading European-level industry association for the digital advertising and marketing ecosystem, launched important revisions to the Transparency & Consent Framework (TCF) in version 2.0 in August 2019. Over the last 9 months, PubMatic has been working hard to update its tech stack to ensure compliance with the new technical specifications, protocols and policy documents by April 30, 2020, the switchover date for TCF v2.0.

The vision for TCF v2.0 is to provide enhanced transparency and choice to consumers and greater control to publishers. TCF 2.0 includes an integrated right to object, meaning that users will be able to signal whether they’re happy with data processing based on legitimate interest. The new version also provides more data processing purposes so that it is clearer to users what data is being processed and why.

“TCF 2.0 brings greater transparency and greater understanding to consumers so they can make informed decisions about the online services they use,” explained Kofi Amoako, PubMatic’s Associate VP, Customer Success Operations EMEA. “It provides the publishing and advertising industries a common structure to communicate consumer consent for the delivery of online advertising and content in compliance with the EU’s GDPR and ePrivacy Directive. Much collaboration has gone into the latest framework, including input from multiple data protection authorities. TCF 2.0 is a significant milestone in ensuring the GDPR needs are met by all the participants – publishers, advertisers, and consumers.”

PubMatic’s adoption of the new framework will provide the publisher community with confidence that the company is ready to support the enhanced functionality available within TCF v2.0 and shows our commitment to not just maintaining but advancing privacy standards for consumers.

“The continued evolution of the Transparency & Consent Framework shows that our industry wants to and can evolve in response to changing laws and norms,” said [Emma Newman](#), Chief Revenue Officer EMEA at PubMatic. “Here at PubMatic we are delighted to be part of this change.”