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# IAB TCF v2: In practice

For integrated publishers



October 2020



# Today's hosts



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# Agenda



IAB TCF v2 webinar-hands on  
21st October 2020

 [View events](#)

-  [How Ad Manager works with the TCF](#)
-  [Focus on specific areas](#)
-  [Next steps](#)
-  [How to contact support](#)
-  [Q&A](#)



# How Ad Manager works with the TCF



# IAB's Transparency & Consent Framework

IAB Europe created the TCF as an industry framework for companies complying with the GDPR, standardising the process of obtaining user consent and relaying the information through the advertising supply chain

The framework consists of 3 major components

## Global Vendor List (GVL)



IAB requires all vendors to **register** how they process user data (Consent or Legitimate Interest)

## Consent Management Platform (CMP)



Accept

Reject

Policies for how providers can ask users to make choices about data use

## Transparency & Consent (TC) String

10101011010001111...

Standard for how to propagate user choice from CMP to ad platform and from ad platform to vendors

# What is the GVL?

Vendors are signing up for the Global Vendor List (GVL) which is a registry for vendors participating in the TCF.

This is done via a form provided by the IAB:

<https://register.consensu.org/>

- They need to **declare all their purposes**
- They need to **agree to comply with TCF v2 policies**
- They need to confirm that **their set-up supports the TC String**

The screenshot shows the 'Global Vendor registration' form on the IAB Europe website. The form is titled 'Global Vendor registration' and includes a navigation bar with 'HOME', 'TCF V1.1', 'TCF V2.0', and 'ORGANISATION'. The 'TCF V2.0' tab is selected. The form includes a 'Do you support TCF v2.0?' checkbox, a 'Purpose Declaration' section, and several sections for selecting legal bases for processing personal data.

**Global Vendor registration**

Do you support TCF v2.0? ☐

**Purpose Declaration \***  
Please declare the Purpose(s) for which personal data will be processed and which legal base(s) are relied on to justify the processing.

**Store and/or access information on a device** ⓘ

- ☐ Consent as sole legal basis
- ☐ Not used

**Create a personalised ads profile** ⓘ

- ☐ Consent as sole legal basis
- ☐ Legitimate interest as sole legal basis
- ☐ Consent or legitimate interest as a legal basis
- Default legal basis:
- ☐ Not used

**Create a personalised content profile** ⓘ

- ☐ Consent as sole legal basis
- ☐ Legitimate interest as sole legal basis

**Select basic ads** ⓘ

- ☐ Consent as sole legal basis
- ☐ Legitimate interest as sole legal basis
- ☐ Consent or legitimate interest as a legal basis
- Default legal basis:
- ☐ Not used

**Select personalised ads** ⓘ

- ☐ Consent as sole legal basis
- ☐ Legitimate interest as sole legal basis
- ☐ Consent or legitimate interest as a legal basis
- Default legal basis:
- ☐ Not used

**Select personalised content** ⓘ

- ☐ Consent as sole legal basis
- ☐ Legitimate interest as sole legal basis

The IAB Europe Transparency & Consent Framework registration website uses a single session cookie to ensure the website functions securely. For more information on how data gathered during the registration process is used, please refer to IAB Europe's Privacy Policy.

# What is the GVL?

Once approved vendors will be added to the GVL stating the different purposes.

Google is part of the IAB GVL since 23rd of July.

```

"qvasSpecificationVersion": 2,
"vendorListVersion": 43,
"policyVersion": 2,
"lastUpdated": "2020-06-18T16:05:32Z",
"purposes": {
  "1": {
    "id": 1,
    "name": "Store and/or access information on a device",
    "description": "Cookies, device identifiers, or other information can be stored or accessed on your device for the purposes presented to you.",
    "descriptionLegal": "Vendors can't store and access information on the device such as cookies and device identifiers presented to a user."
  },
  "2": {
    "id": 2,
    "name": "Select basic ads",
    "description": "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.",
    "descriptionLegal": "Do not do basic ad selection vendors can't use real-time information about the context in which the ad will be shown, to show the ad, including information about the capabilities, user agent, URL, IP address, or 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 editorial (brand-safe) context. Vendors cannot create a personalized ads profile using this information for the selection of future ads. N.B. Non-precise means only an approximate location is permitted."
  },
  "3": {
    "id": 3,
    "name": "Create a personalized ads profile",
    "description": "A profile can be built about you and your interests to show you personalized ads that are relevant to you.",
    "descriptionLegal": "To create a personalized ads profile vendors can't collect information about a user, including a user's activity, interests, demographic information, or location personalized advertising. Combine this information with other information previously collected, including from across websites and apps, to create or edit a user profile for use in personalized advertising."
  },
  "4": {
    "id": 4,
    "name": "Select personalized ads",
    "description": "Personalized ads can be shown to you based on a profile about you.",
    "descriptionLegal": "To select personalized ads vendors can't select personalized ads based on a user profile or other historical user data, including a user's prior activity, or demographic information."
  },
  "5": {
    "id": 5,
    "name": "Create a personalized content profile",
    "description": "A profile can be built about you and your interests to show you personalized content that is relevant to you.",
    "descriptionLegal": "To create a personalized content profile vendors can't collect information about a user, including a user's activity, interests, visits to sites or apps, demographic information, or user profile for personalizing content. Combine this information with other information previously collected, including from across websites and apps, to create or edit a user profile for use in personalizing content."
  },
  "6": {
    "id": 6,
    "name": "Select personalized content",
    "description": "Personalized content can be shown to you based on a profile about you.",
    "descriptionLegal": "To select personalized content vendors can't select personalized content based on a user profile or other historical user data, including a user's prior activity or demographic information."
  },
  "7": {
    "id": 7,
    "name": "Measure ad performance",
    "description": "The performance and effectiveness of ads that you see or interact with can be measured.",
    "descriptionLegal": "To measure ad performance vendors can't measure whether and how ads were delivered to and interacted with by a user. Provide reporting about ads including the about users who interacted with ads using data observed during the course of the user's interaction with that ad. Provide reporting to publishers about the ads displayed on their property editorial environment (brand-safe) content. Determine the percentage of the ad that had the opportunity to be seen and the duration of that opportunity. Combine this information with other across websites and apps. Vendors cannot apply panel- or similarly-derived audience insights data to ad measurement data without a Legal Basis to apply market research to generate audience insights."
  }
}

```



# What about vendors who are not on the GVL?

The **Additional Consent (AC)** is an additional technical specification defined by Google only intended to be **used alongside the TCF framework**.

It serves as a bridge and enables publishers, CMPs and partners to gather and propagate additional consent for **vendors that are not yet registered on the IAB Global Vendor List (GVL) but who are on the ATP**.

Note: Publishers who want to leverage additional consent need to check if their CMP can support “Additional Consent” collection.

provider_id	provider_name	policy_url	domains
7	Amazon	https://www.*eu-central-1.amazonaws.com	*eu-west-1.amazonaws.com *eu-west-2.amazonaws.com *northeast-1.amazonaws.com *s3-accelerate.amazonaws.com *southeast-1.amazonaws.com *
11	Acuityads	https://www.acuityplatform.com	cdn.acuityplatform.com click-east.acuityplatform.com click-euro.acuityplatform.com click-west.acuityplatform.com open.acuityplatform.com serve-east.acuityplatform.
12	LiveRamp	https://liveramp.com	cdn.liveramp.com
35	Adloox	https://adloox.com	adlooxtracking.com am.adlooxtracking.com am10.adlooxtracking.com am11.adlooxtracking.com am12.adlooxtracking.com am13.adlooxtracking.com am14.adlooxtracking.com am.adlo
39	Digilant	https://www.wtp101.com	
43	AdPredictive	https://adpre.adpredictive.com	adpredictive.io adpredictive.net platform.adpredictive.com platform.adpredictive.io
46	Adriver	https://www.adriver.ru	adriver.ru boom-stage.adriver.ru boom1.adriver.ru cgi.adriver.ru content.adriver.ru datariver.ru dsp-moderation.adriver.ru dsp.adriver.ru dsp.slowway.ru dsp2.adriver.ru ead.adr
55	Adelligence	https://adtel.adelligence.de	
61	Artsai	https://www.adx.adxcel-ec2.com	adxcel-ec2.com adxcel.com artsai.com cf.adxcel-ec2.com data.adxcel-ec2.com
62	comScore	https://www.a.scorecardresearch.com	ads.scorecardresearch.com adxpose.com ar.voicefive.com b-stage.measuredata.com b.scorecardresearch.com b.voicefive.com c.scorecard.com j.mdotlabs.com p.md
66	affilinet	https://www.act.eapartner.es	act.reussissensensemble.fr act.samenresultaat.nl act.successfultogether.co.uk act.webmasterplan.com banners.contentfeed.net banners.webmasterplan.com banniere.reus
70	Akamai	https://www.abmr.net	akamai.net akamaihd.net akamaized.net cdn-guile.akamaized.net edgesuite.net http16600.storage.akadns.net http20802.storage.akadns.net
83	Arbigo Inc.	https://www.a.adlithium.com	adlithium.com ads.adlithium.com arbigo.com c.adlithium.com click.adlithium.com engine.adlithium.com f.adlithium.com i.adlithium.com manage.adlithium.com r.adlithi
89	Facebook	https://www.ad4.liverail.com	atdmt.com cdn-secure.liverail.com cdn-static-secure.liverail.com cdn-static.liverail.com cdn.liverail.com dyn.atdmt.com facebook.com fbcdn.net liverail.com t4.liverail.com
93	Aunica	https://aunica.aunica.com	sandbox.aunica.com
108	Booking.com	https://www.booking.com	www.booking.com
117	direct.intera	https://www.trck.apartena.net	
122	C3 Metrics	https://c3m.c3metrics.com	c3tag.com
124	CapitalData	https://www.bid0.kdata.fr	cdn.kdata.fr data-capital.com data-capital.fr images-clients.kdata.fr kdata.fr kdatabidder.com reporting.kdata.fr tracking.kdata.fr
131	Chitika	https://chitika.chitika.net	
134	Platform161	https://platf161.ads.creative-serving.com	ads.p161.net creative-serving.com
135	ClickForce	https://www.ad.doublemax.net	c.doublemax.net cft.doublemax.net cft.doublemax.net doublemax.net h1.doublemax.net lg.doublemax.net m.doublemax.net mt.doublemax.net static.doublemax.net t.d
136	Clickpoint	https://www.clickpoint.com	cpmktg.com
143	Connexity	https://conne.become.co.uk	become.com beso.com besser-online-kaufen.de bizrate-images.com bizrate.co.uk bizrate.com bizrate.de buycentral.at buycentral.co.uk buycentral.de buycentral.fr buycentral.
144	Constant Cor	https://www.constantcontact.com	
147	Conversive	https://convi-ant-*.conversive.nl	ant.conversive.nl conversive.nl
149	IBM	https://www.data.cmcore.com	ibm.co.jp
153	Grimtan	https://crim1.a.ctnsnet.com	apac.ctnsnet.com b.ctnsnet.com bg.ctnsnet.com bpac.ctnsnet.com bru.ctnsnet.com bsg.ctnsnet.com bus.ctnsnet.com cdn.ctnsnet.com ctasnet.com ctnsnet.com gcm.ctnsnet.
159	DAC	https://www.as.ief.impact-ad.jp	img.impact-ad.jp impact-ad.jp s.f1.impact-ad.jp x1.impact-ad.jp
161	DataXu	https://www.ads.w55c.net	cdn.w55c.net cti.w55c.net dataxu.net i.w55c.net jasperlabs.com pm.w55c.net tags.w55c.net w55c.net
162	PulsePoint	https://www.bh.contextweb.com	contextweb.com tag.contextweb.com tr.contextweb.com
165	Delta Project	https://www.d5p.de17a.com	de17a.com de17a-server.com sting.de17a.com tb.de17a.com
167	Demandbase	https://www.a.company-target.com	api.demandbase.com company-target.com d.company-target.com demandbase.com east-pool.a.com company-target.com east-pool.d.com company-target.com eu-pool.a.com
171	Digitize	https://www.dtzads.com	
184	eBay	https://www.ads.ebay.com	anywhere.ebay.com dap.ebay.gslb.com ebay.at ebay.be ebay.cachetastic.com ebay.ch ebay.co.uk ebay.com ebay.cz ebay.de ebay.dk ebay.es ebay.fr ebay.gr ebay.ie ebay.it eba
192	engageBDR	https://engage.bnmla.com	dsp.bnmla.com ebd1.com ebd2.com ebd3.com ebd8.com first-impression.com match.bnmla.com rex.bnmla.com video.bnmla.com

AC Specification List: containing vendors not registered with the IAB GVL  
<https://storage.googleapis.com/tcfac/additional-consent-providers.csv>





# What is the AC String?

**CMPs create the AC String (Additional Consent String) from the AC Specification list.**

An AC string must **only be created as an additional string to the TC string** and not instead of the TC string (Google will not process the request if the TC string is not present in the same request!)

Note: the AC string **does not allow to specify different legal bases** (consent, legitimate interest) **for the various purposes and features** in the TCFV2 framework (only allows CMPs to pass ad tech provider IDs).

```
TCData = {  
  tcString: 'base64url-encoded TC string with segments',  
  ...  
  addtlConsent: 'AC string with spec version and consented Ad Tech Provider  
IDs',  
}  
  
InAppTCData = {  
  tcString: 'base64url-encoded TC string with segments',  
  ...  
  addtlConsent: 'AC string with spec version and consented Ad Tech Provider  
IDs',  
}
```

AC String Example

1~1.35.41.101

V1 Specification

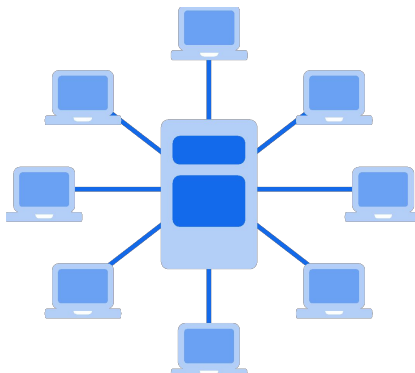
User consented to Ad Tech Providers (ATPs)  
with IDs 1, 35, 41, 101



# Google will read the TC string from the CMP

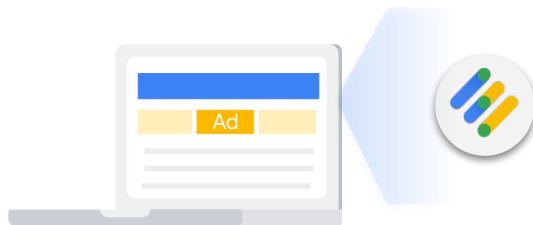
1

Publisher implements a TCF v2.0 registered CMP on their site/app and the CMP stores the consent string

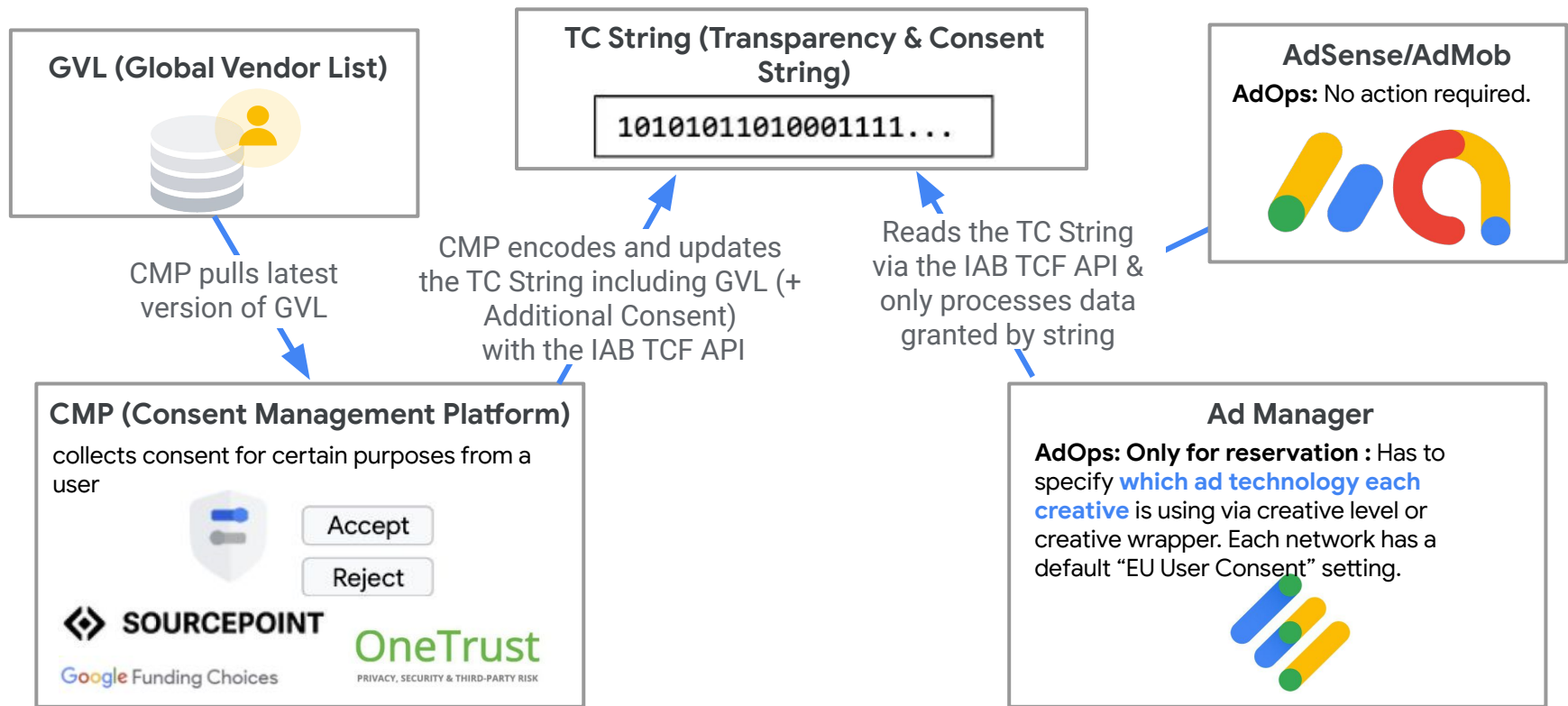


2

Google's ad tags automatically consume the consent string - no configuration required in Ad Manager/AdMob/AdSense to read the data



# Let's put everything together



# Required purposes and lawful bases

Lawful basis	Purpose	Required to serve personalised ads*	Required to serve non-personalised ads*
Consent	Purpose 1 Store and/or access information on a device	Yes	Yes
	Purpose 3 Create a personalised ads profile	Yes	No
	Purpose 4 Select personalised ads	Yes	No
Flexible (legitimate interest or consent)	Purpose 2 Select basic ads	Yes	Yes
	Purpose 7 Measure ad performance	Yes	Yes
	Purpose 9 Apply market research to generate audience insights	Yes	Yes
	Purpose 10 Develop and improve products	Yes	Yes

\*Subject to local law variations



# Google programmatic channels

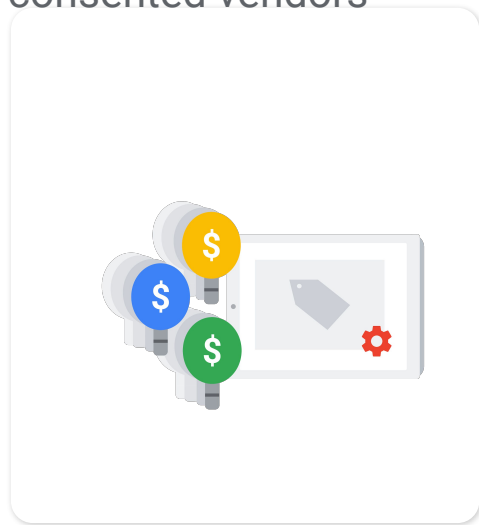
**Passing:** TC & AC strings will **automatically be passed** via OpenRTB protocol

**Serving:** Authorised Buyers, other DSPs or SSPs **check creatives** for consented vendors

- In addition to consent for purpose 1 being required for any ad serving, consent is required for purposes 3 & 4 **for Google**, otherwise only non-personalised ads will serve

*As with current behaviour, Google will not call out to 3rd party bidders in a non-personalised ads scenario*

- If a **vendor** uses purposes 3 & 4, consent is required in order for Ad Manager to send bid requests



# Passing TC string through non-programmatic creatives

- Ad Manager offers support for IAB TCF macros, so you can manually pass TC string to creative vendors as needed
  - `${GDPR}`, `${GDPR_CONSENT_XXXX}`, `${ADDTL_CONSENT}`
- Work with your creative provider to identify whether you need additional configuration so that they consume the TC string correctly
- Providers usually provide the macros directly with their tags



# In-app mediation

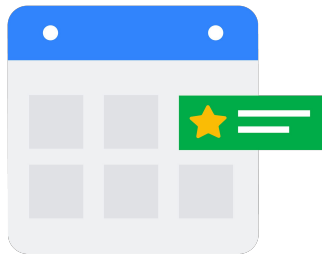
## How to configure Google?

- Ensure you surface all mediation partners in your CMP (including via AC, if they are a non-GVL vendor)
- TC & AC strings are evaluated prior to mediation waterfall construction
  - Consent or legitimate interest must be established for at least one purpose to allow mediation partner inclusion in the waterfall
- TC string will be available in device local storage and accessible to all mediation partners to obtain, parse, and respect
  - iOS: [NSUserDefaults](#), Android: [SharedPreferences](#)



# New controls for all other line items

- Ad Manager can now check consent for individual reservation creatives, and decide which ones are eligible to serve based on the user's choice.
- Publishers can currently choose whether to enable this option, but it might become mandatory at some stage.
- Detected and declared



## Extend consent checking to all reservations in the EEA

☐ Enable Google to check consent for all reservation creatives

Google will check for consent from any ad technology providers for reservations that have been declared or that are automatically detected in the reservation creative.





# Vendor declarations

- Declare indexed providers (from the GVL & Google's ATP list), or add an owned technology
- "Owned" technologies are only for when you can't find them in the provider list
- 3 levels of control: Network-wide, creative wrapper and individual creatives

## Declare ad technology providers for reservation creatives

Declare ad technology providers that you work with on reservation creatives. Reservation creatives are associated with non-programmatic line items, including guaranteed (Sponsorship and Standard) and non-guaranteed (Network, Bulk, Price Priority and House).

Google will check for consent for any ad technology providers that you declare when determining whether reservation creatives are eligible to serve.

You can edit your selection on [Creatives](#) and [Creative wrappers](#), too.

[Find out more about declaring ad technology providers for reservation creatives.](#)

- ☒ No ad technology providers to declare
- ☐ Declare ad technology providers

## Add an owned ad technology

If you use an owned ad technology on your own site or app, like a content delivery network, then you can enter its URL below to make sure that it doesn't get blocked in the reservation request.

It's your responsibility to ensure that you have consent for any URLs entered, if it's required.


Ad technology 0 URLs added




# EU User Consent tab



# Review of the EU User Consent Settings

 IAB TCF v2.0 errors detected. Download the TCF error report and go to "Learn more" for guidance on how to fix.


[Download TCF error report](#)  [Learn more](#)

You are using ICS, hence changes made here can't be saved. The rest of the UI looks and works exactly as it would on the publisher's account.

### How EU user consent affects you

Under the Google EU User Consent Policy, you must make certain disclosures to your users in the European Economic Area (EEA) and the UK and obtain their consent for the use of cookies or other local storage, and for the use of personalized ads. This policy reflects the requirements of the EU ePrivacy Directive and the General Data Protection Regulation (GDPR), as well as equivalent legislation in the UK.

[Learn more about how EU user consent affects you](#)



#### Select the type of ads to show

You can choose from two ad serving options. If you don't make any changes, personalized ads will continue to show to users in the EEA and the UK.

☒ **Personalized ads**  
Google will continue to show personalized ads to your users in the EEA and the UK

☐ **Non-personalized ads**  
Google will show only non-personalized ads to your users in the EEA and the UK

#### Select ad technology providers

You must add each ad technology provider that receives your users' personal data and provide information about the use of that data. Select a commonly used list of ad technology providers or create a custom list. If you don't make any changes, the commonly used list of ad technology providers will continue being used.

☒ **Commonly used set of ad technology providers**  
[View commonly used providers](#)

☐ **Custom set of ad technology providers**

Regularly check your TCF Error report here

These settings have no impact on ad requests with TC strings

# Review of the EU User Consent Settings

## Declare ad technology providers for reservation creatives

Declare ad technology providers that you work with on reservation creatives. Reservation creatives are associated with non-programmatic line items, including guaranteed (Sponsorship and Standard) and non-guaranteed (Network, Bulk, Price Priority, and House).

Google will check for consent for any ad technology providers that you declare when determining whether reservation creatives are eligible to serve.

You can edit your selection on [Creatives](#) and [Creative wrappers](#), too.

[Learn more about declaring ad technology providers for reservation creatives.](#)

☒ No ad technology providers to declare

☐ Declare ad technology providers

Choose which Ad tech will be declared by default (usually none or very little)

## Add an owned ad technology

If you use an owned ad technology on your own site or app, like a content delivery network, then you can enter its URL below to make sure it doesn't get blocked in the reservation request.

This setting applies to both GDPR and LGPD.

It's your responsibility to ensure that you have consent for any URLs entered, if it's required.

Ad technology

0 URLs added



Declare the ad technologies you own

## Extend consent checking to all reservations in the EEA

☐ Enable Google to check consent for all reservation creatives

Google will check for consent from any ad technology providers for reservations that have been declared or that are automatically detected in the reservation creative.

Impacts reservation (non-programmatic) line items, will be enabled by default at some stage.

## Create and manage consent for GDPR

The EU User Consent policy requires you to get consent from your users to use Ad Manager. You can use Google's Funding Choices consent management tool to manage privacy standards and customize your message for your site or app. Alternatively, you can use your preferred consent management solution. [Learn more about gathering consent.](#)

MANAGE CONSENT WITH FUNDING CHOICES



# What happens when “Extend consent checking to all reservations in the EEA” is enabled?

## Extend consent checking to all reservations in the EEA

☐ Enable Google to check consent for all reservation creatives

Google will check for consent from any ad technology providers for reservations that have been declared or that are automatically detected in the reservation creative.

- Impacts non-programmatic line items and Programmatic Guaranteed deals with Publisher Managed creatives
- Automatically detected and Declared ATPs will be considered for ad selection
- If unknown Ad technologies are detected in a creative, the assigned line items will be excluded from ad selection





# My ad does not show



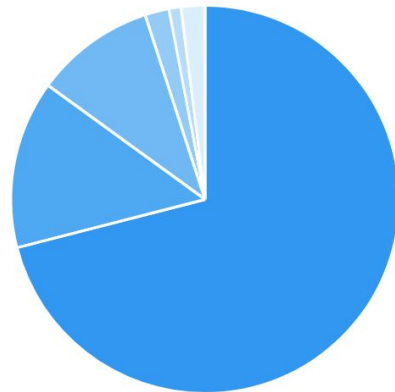
# My ad does not show?

- Updated to include missing ATP to show ads
- % of rejections will allow you to know where to look

## LAUNCH AD SLOT TROUBLESHOOTING

Based on 44,000,000 ad requests (estimated) over th  
Creative render rate for served impressions: 88% [Lea](#)

Time period to display: Last 7 days ▼



# Detected ATPs, are they on the GVL?

- Detected and declared ATPs are considered for ad selection.
- Based on URLs
- Check if this technology is consented.

Standard ⓘ

```

1 <script src="https://bs.serving-sys.com/BurstingPipe/adServer.bs?
  cn=rsb&c=28&pli=29949437&PluID=0&w=300&h=250&ncu=$$%CLICK_URL_UNESC%$
  $$&ord=%%CACHEBUSTER%%&ucm=true"></script>
2 <noscript>
3 <a href="%%CLICK_URL_UNESC%%${CLICK_URL_ENC}https%3A//bs.serving-
  sys.com/BurstingPipe/adServer.bs%3FCn%3Dbrd%26FlightID%3D29949437%26Pa
  ge%3D%26PluID%3D0%26Pos%3D983578757" target="_blank"></a>
4 </noscript><script type="text/javascript"
  src="https://adl.adlooxtracking.com/ads/js/tfav_adl_415.js#platform=244&
  scriptname=adl_415.js&typejs=tvaf&fwtype=1&create=2&targetel
  t=custom2area=75&custom2sec=3&idl1=iab&idl2=$ADLOOX_WEBSITE&idl=eadv
  ...

```

✓ Macros have been inserted.

INSERT MACRO



We found ad technology providers that you haven't declared.

[APPLY CUSTOM LIST](#)

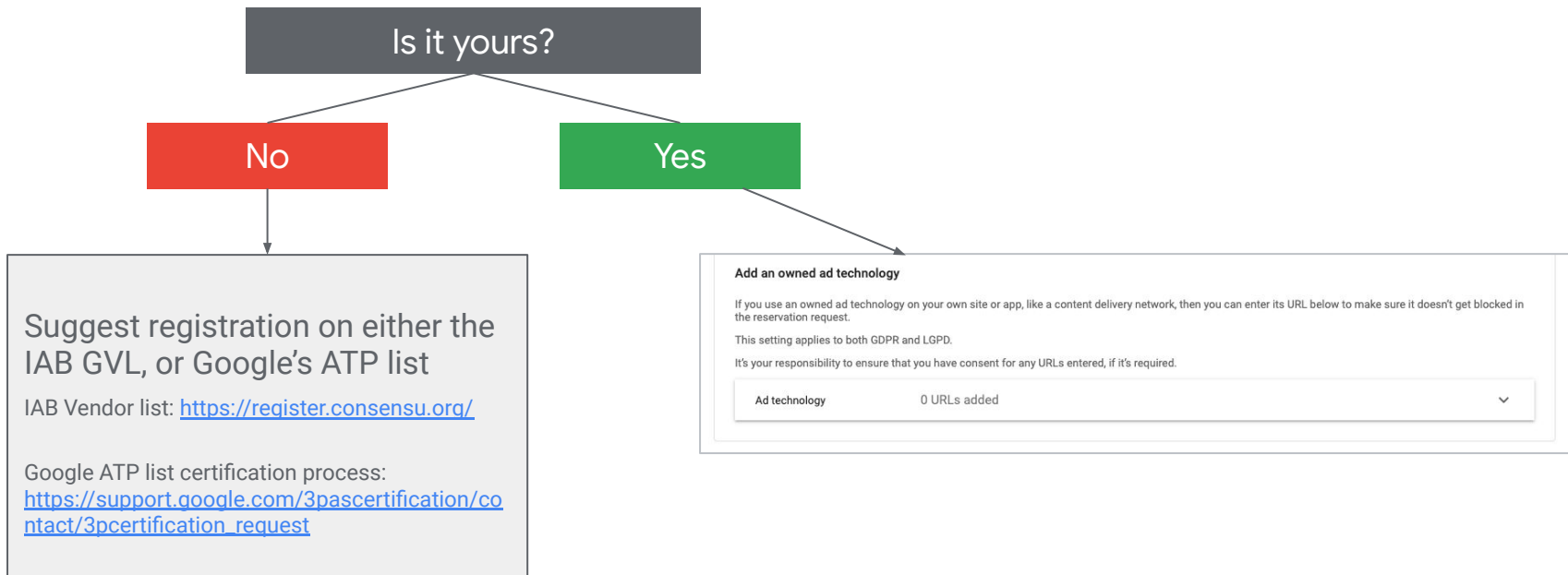
- Adloox

[Show less](#)





# What to do about “unknown” ad technologies



# If ads are not showing, are you getting sufficient consent?

- For GVL technologies/TC String
  - Use iabtcf.com
  - Check vendor ID on iab.net

@iabtcf Encode Decode

Consent Language:	"EN"
Vendor List Version:	55
Policy Version:	2
Is Service Specific:	true
Use Non Standard Stacks:	false
Purpose Consents	10
Purpose Legitimate Interests	7
Purpose One Treatment:	false
Publisher Country Code:	"AA"
Vendor Consents	513
Vendor Legitimate Interests	228
Publisher Restrictions	8



# About grace periods



# What are Grace Periods?

Grace periods are **system behaviours** that get applied based on which errors you see from the TCF error report. There are several errors listed in categories between 1 and 8.

Only for error categories **2, 3, 4** and **5** a grace period is applied.

Our ["Troubleshooting TCF Errors"](#) article can help you to investigate TCF Errors.

Error	System Behaviour
1.1 / 1.2 / 1.3	No grace period, ads not served
2.1a / 2.1b / 2.2a / 2.2b / 2.2c	<b>Grace Period 0: Misconfiguration</b>
3.1 / 3.2 / 3.3	<b>Grace Period 1: TC string issues</b>
4.1	<b>Grace Period 2: Consent must be reobtained</b>
5.1 / 5.2	<b>Grace Period 3: Global scope and out-of-band scope</b>
6.1	No grace period, ads continue serving
7.1 / 7.2 / 7.3 / 7.4 / 7.5 / 7.6 / 7.7 / 7.8 / 7.9	No grace period, Google will apply mitigation
8.1 / 8.2	No grace period, only TC string is used



# Overview of Grace Periods

For errors of the category **2, 3, 4** or **5**, the following Grace Periods are applied:

Grace Period	System Behaviour
<b>Grace Period 0 (category 2 errors)</b> <b>CMP misconfigurations</b>	Stacked grace period: <ul style="list-style-type: none"><li>• 15th August - 22nd October &gt; no monetisation impact</li><li>• 23rd October - 15th November &gt; non-personalised ads will be served (regardless of personalised and non-personalised setting)</li></ul>
<b>Grace Period 1 (category 3 errors)</b> <b>TC String issues</b>	<b>90 days</b> (15th August - 15th November) > non-personalised ads will be served
<b>Grace Period 2 (category 4 errors)</b> <b>Consent must be re-obtained</b>	<b>90 days</b> (15th August - 15th November) > personalised or non-personalised ads will be served, depending on pre-existing settings
<b>Grace Period 3 (category 5 errors)</b> <b>Global scope and out-of-band scope</b>	<b>90 days</b> (15th August - 15th November) > ads will be served in accordance with TC string, subject to Google policies



After all grace periods end, ad requests will be dropped where there are errors

# TCF errors



# TCF errors

Once you integrate with TCF v2.0 Consent Management, the Ad Manager UI will notify you of any TCF related errors detected in the ad requests for your network.

Download a TCF error report for the past 7 days, and click “Learn more” to find a [Help Centre article](#) that provides information on error codes in the report.

 IAB TCF v2.0 errors detected. Download the TCF error report and go to “Learn more” for guidance on how to fix.

[Download TCF error report](#)



[Learn more](#)



tcf\_error\_report....csv

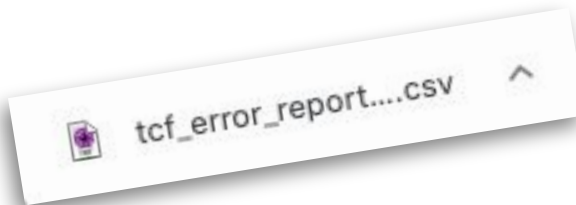


Troubleshooting TCF v2.0 implementation  
Grace periods and troubleshooting suggestions



# Download TCF error report

TCF Error Reports may be hard to consume if you own a large inventory structure...



Domain or Mobile application ID	Ad unit path	Error code	Error count	Last detected date
com.example.news.mag-mobile	/0000/mag_iphone/homepage	1.1	20,468,610	2020-09-22
<a href="#">recipes-example-com.cdn.ampproject.org</a>	/0000/recipes/amp	6.1	9,969,501	2020-09-22
com.example.news.android	/0000/mag_android/homepage	1.1	5,099,210	2020-09-22
com.example.news.mag-mobile	/0000/mag_iphonead/topvideos	1.1	3,781,064	2020-09-22
<a href="#">recipes.example.com</a>	/0000/recipes/amp	6.1	3,365,368	2020-09-22
com.example.news.mag-mobile	/0000/mag_iphone/sec_homepage	1.1	3,327,944	2020-09-22
<a href="#">recipes-example-com.cdn.ampproject.org</a>	/0000/recipes/amp	6.1	3,140,546	2020-09-22
<a href="#">newspaper.example.com</a>	0000/np_mweb/homepage	2.1.A	2,951,180	2020-09-22
<a href="#">newspaper.example.com</a>	0000/np_desktop/homepage	2.1.A	2,329,658	2020-09-22
<a href="#">newspaper.example.com</a>	0000/np_iphone/homepage	2.1.A	2,432,378	2020-09-22
<a href="#">newspaper.example.com</a>	0000/np_android/homepage	2.1.A	1,654,587	2020-09-22
<a href="#">recipes.example.com</a>	/0000/recipes/amp	6.1	1,358,093	2020-09-22
Unknown	0000/np_mweb/homepage	1.1	1,220,573	2020-09-22
<a href="#">newspaper.example.com</a>	0000/np_desktop/politics	2.1.A	1,091,241	2020-09-22
com.example.news.mag-mobile	/0000/mag_iphonead/homepage	1.1	883,841	2020-09-22
<a href="#">newsmag.example.com</a>	/0000/mag_dektop/homepage	2.1.A	740,972	2020-09-22
<a href="#">newspaper.example.com</a>	0000/np_desktop/science	2.1.A	766,359	2020-09-22
weather.example.com	/0000/weather_android/base_weather	1.1	716,081	2020-09-22
com.example.news.android	/0000/mag_android/sec_homepage	1.1	755,781	2020-09-22
<a href="#">newspaper.example.com</a>	0000/np_desktop/boulevard	2.1.A	621,963	2020-09-22
com.example.news.mag-mobile	/0000/mag_iphone/latest	1.1	618,632	2020-09-22
<a href="#">newspaper.example.com</a>	0000/np_mweb/politics	2.1.A	517,002	2020-09-22
<a href="#">forecast.example.com</a>	0000/forecast/cities	2.1.A	442,359	2020-09-22
<a href="#">anime.example.com</a>	0000/mypartner/_default/anime.example.com	2.1.A	389,604	2020-09-22
<a href="#">newspaper.example.com</a>	0000/np_desktop/_default	2.1.A	368,104	2020-09-22
<a href="#">newspaper.example.com</a>	0000/np_mweb/boulevard	2.1.A	424,944	2020-09-22
<a href="#">interactive.example.com</a>	/0000/interactive_iphone/_default/base	1.1	366,021	2020-09-22
Unknown	0000/np_desktop/homepage	1.1	302,993	2020-09-22
com.example.news.android	/0000/mag_tablet/topvideos	1.1	364,298	2020-09-22
com.example.news.android	/0000/mag_android/latest	1.1	346,568	2020-09-22
<a href="#">newspaper.example.com</a>	0000/np_desktop/economy	2.1.A	316,330	2020-09-22
<a href="#">newspaper.example.com</a>	0000/np_mweb/science	2.1.A	279,466	2020-09-22
com.example.news.android	/0000/mag_android/today	1.1	284,114	2020-09-22
<a href="#">newsmag.example.com</a>	/0000/mag_dektop/homepage	2.1.A	302,369	2020-09-22
<a href="#">newspaper.example.com</a>	0000/np_desktop/culture	2.1.A	303,954	2020-09-22
<a href="#">newspaper.example.com</a>	0000/np_desktop/sports	2.1.A	303,802	2020-09-22
<a href="#">newspaper.example.com</a>	0000/np_android/politics	2.1.A	209,024	2020-09-22

960 more lines ...





# Process TCF error reports

You can easily convert a Report into an actionable overview using Google Sheets!

SUM of Error count						Error code			
AUROOT	AUTL	AU1L	AU2L	AU3L	AU4L	1.1	2.1.A	6.1	Grand Total
-	0	- mag_iphone	- homepage	-	-	20,468,610			20,468,610
			- sec_homepage	-	-	3,327,944			3,327,944
			- latest	-	-	618,632			618,632
		mag_iphone Total				24,415,186			24,415,186
		+ recipes Total						17,833,508	17,833,508
		- mag_android	- homepage	-	-	5,099,210			5,099,210
			- sec_homepage	-	-	755,781			755,781
			- latest	-	-	346,568			346,568
			- today	-	-	284,114			284,114
		mag_android Total				6,485,673			6,485,673
		+ np_desktop Total				302,993	6,101,411		6,404,404
		+ np_mweb Total				1,220,573	4,172,592		5,393,165
		+ mag_iphonead Total				4,664,905			4,664,905
		+ np_iphone Total					2,432,378		2,432,378
		+ np_android Total					1,863,611		1,863,611
		+ mag_dektop Total					1,043,341		1,043,341
		+ weather_android Total				716,081			716,081
		+ forecast Total					442,359		442,359
		+ mypartner Total					389,604		389,604
		+ interactive_iphone Total				366,021			366,021
		+ mag_tablet Total				364,298			364,298

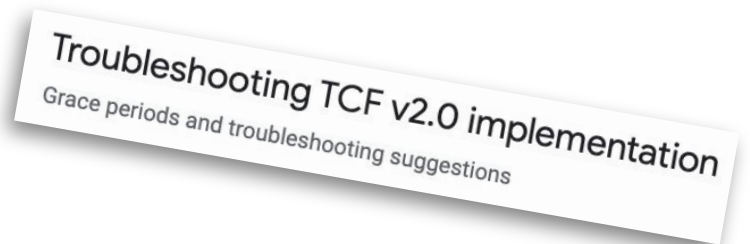
Instructions shared in the collateral!



# Interpret the report using the Help Center

For each error code in the TCF Error Report, you'll find ...

- A description of when the error code applies.
- The suggested action to take for troubleshooting and fixing.
- Information on the applicable grace period:
  - Is there a grace period for this error code?
  - What happens during and after the grace period?



Combining the information from that article and a recent TCF error report, you can easily determine if there are any urgencies, and prioritise what action to take first.



# Overall, how frequent are TCF v2.0 errors?

There is no answer to this question that fits everyone, as both

- the overall error ratio, and
- the distribution of error codes

may differ a lot

- from network to network, and even
- from one inventory slice to another.

Note that error rates depend on the CMP configuration more than anything else.



# Overall, how frequent are TCF v2.0 errors?

Across the board, there are two particular error codes that regularly:

- Account for  $\frac{3}{4}$  and more of the overall error counts reported
- Account for the majority of TCF v2 related questions to Publisher Support

## Errors 1.x

- Request lacks required consent
- No grace period, ads not served

## Errors 2.1x

- Can't fetch TC data from a CMP
- Grace period 0: Misconfiguration



# Troubleshooting TCF v2.0 errors

We will not go into **error codes other than 1.x and 2.1x** today, as they:

- Are relatively less common, *or*  
(anything but error code 1.1 and 2.1x)
- Have rather trivial action items for the CMP (listed in the HC article), *or*  
(error codes 2.2x, 3.x, 4.x, 5.x, 6.x)
- Have a grace period, if any, that allows for more than 30 days to fix, *or*  
(anything but error code 1.1 and 2.1x)
- Do not (necessarily) affect ad serving  
(error codes 6.x, 7.x, 8.x)



# Troubleshooting **error codes 1.x**

We log an error code 1.x, and serve no ads, when Google, as a vendor, is not allowed under consent or legitimate interest.

If there are **significantly more** error codes 1.x reported than expected\*, this could point to a systematic error in your implementation. It should be a good idea to check if consent, **as collected and provided** by your CMP, actually **meets the requirements** for Google to serve an ad.

*\*) Some level of error code 1.x is **expected to be present** in your error report if you send us ad requests for users who have not given all required consent. We ask you not to send any ad requests in that situation, but the required mechanism has not yet been implemented everywhere.*



# Recap: requirements for serving an ad\*\*

## Personalized ads

Consent for **Purpose 1** (Store/access information)  
Consent for **Purpose 3** (Personalized ads profile)  
Consent for **Purpose 4** (Select personalized ads)

LI\* for **Purpose 2** (Select basic ads)  
LI\* for **Purpose 7** (Measure ad performance)  
LI\* for **Purpose 9** (MR for audience insights)  
LI\* for **Purpose 10** (Develop and improve)

*\* flexibly registered, see next slides*

*\*\* Subject to local law variations*

## Non-Personalized ads

Consent for **Purpose 1** (Store/access information)

LI\* for **Purpose 2** (Select basic ads)  
LI\* for **Purpose 7** (Measure ad performance)  
LI\* for **Purpose 9** (MR for audience insights)  
LI\* for **Purpose 10** (Develop and improve)

If neither set of requirements above are met, **no ads will be served.**



# Troubleshooting **error codes 1.x**

Work with your CMP to **ensure that** for ID 755 (Google Advertising Products):

- There is **always** consent collected for purpose 1
- There is **always** legitimate interest established\* for purposes 2, 7, 9 and 10
- There is consent collected for purposes 3 and 4 (to serve personalised ads)

If that does not help yet, also check that publisher restrictions do not affect the legal bases.

*\*) or consent collected for the flexibly registered purposes, see also next slide.*





# Troubleshooting **error codes 2.1x**

The many different conditions that cause an error 2.1x have these bits in common:

- GPT or SDK check if they can retrieve data via the TCF API.
- They detect that a CMP API is in fact available, but then:
- They **do not receive a valid response**:
  - Sometimes the response contains **unexpected data types**
  - Sometimes **no response** is returned at all, and we end up in a timeout
  - Sometimes the response is completely or partially malformed, or empty



# Troubleshooting **error codes 2.1x**

To debug all these conditions, it has proved helpful if your technical staff can emulate contacting the CMP on your live inventory – just like GPT would do.

While this may sound rather trivial, our technical teams have used this approach many times to easily spot mistakes that could then be discussed with CMPs, and eventually be corrected.



# Troubleshooting **error codes 2.1x**

Based on example code published by the IAB, there are small pieces of code that you can use to see what your CMP actually returns when using the methods defined as mandatory by the IAB.

The scripts can easily be run and evaluated in a browser's console.  
Your technical staff shall be familiar with doing so.

When debugging, please note that GPT always uses the “addEventListener” method of the TCF API!

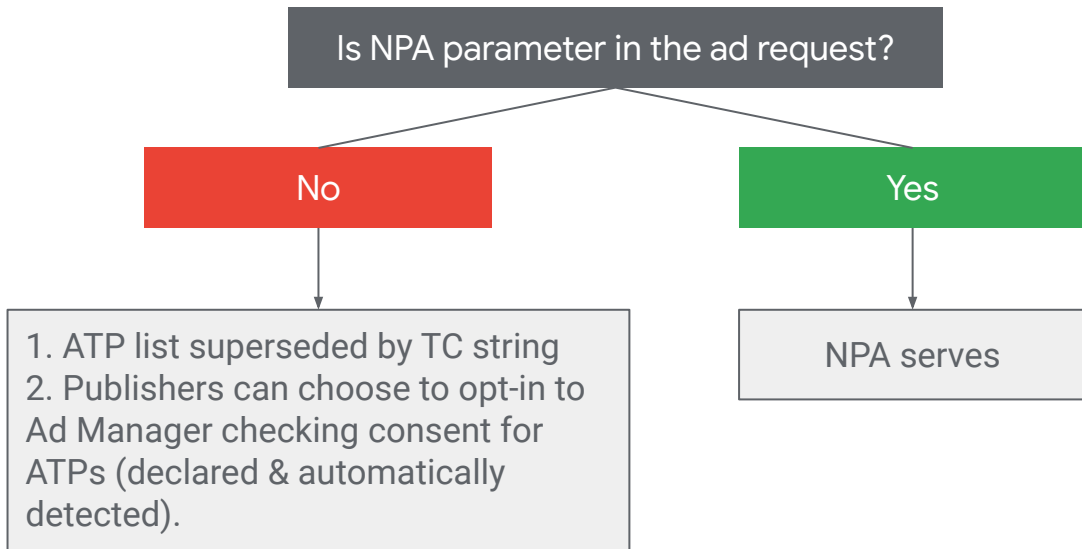
**Instructions shared in the collateral!**



# NPA & TCF



# Serving behaviour when both NPA & TC string present



# Next steps for a successful transition



# Next steps

❗ **IAB TCF v2.0 errors detected** - we've detected an issue on your IAB TC string on one or more of your sites or apps. These errors may affect your ability to serve ads to European users. A detailed report is available on the EU user consent page.

## Extend consent checking to all reservations in the EEA

☐ Enable Google to check consent for all reservation creatives

Google will check for consent from any ad technology providers for reservations that have been declared or that are automatically detected in the reservation creative.





# Where to send your TCF questions?





# How to file a Ticket via the Help Center



## How can we help you?

[Contact us](#)

- Visit [Ad Manager Help Center](#)
- Click “Contact us” on the top right



Reporting

Issue Category



Email support

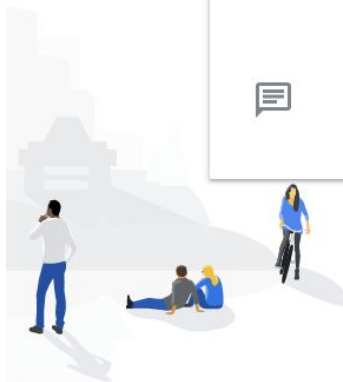
Request an email reply from a support specialist



Chat

Unavailable

Chat online with a support specialist



# How to file a Ticket via the Help Center

Contact email \*

Network code \* ?

Line item ID

Separate multiple line item IDs with a comma.

Subject \*

Priority \*

Technical troubleshooting & product qu... ▼

Issue description \*

Please provide us with specific details about your issue, including any error messages and troubleshooting steps you've already tried.

Share

[Add additional](#)

Enter email addresses to be cc'd when a support representative updates the ticket.

Attach files

No file chosen

Include a screenshot or sample report to help our team troubleshoot more quickly. File size limit is 20 MB.

URL where issue occurs

https://

Submit

