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Ad Manager & IAB TCF v2.0

Google Partner Hub Webinar



July 2020



Today's hosts

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Sabrina BOUGUessa
Google Data Privacy Lead



Jérôme ROTTIERS
Google Ad Manager Technical Consultant





Agenda










IAB TCF v2.0 webinar

23rd July 2020

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-  [Recap on current tools](#)
-  [Integration with IAB TCF v2.0](#)
-  [Passing consent to Ad Manager](#)
-  [Impact for different channels](#)
 - Google programmatic channels
 - In-app mediation
 - All other line items
-  [A walkthrough](#)
-  [Funding Choices for user consent](#)
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Recap on current tools



4 key components to current tools

Personalised/ non-personalised ad requests

Define whether to serve personalised ads to users in the EEA & UK, or only non-personalised ads for all users

If the former, override and indicate non-personalised ads should be served on a per-request basis in the ad tag

Select ad technology providers

Declare, for all users, the ATPs that you intend to disclose / gather consent for

ATPs register directly with Google

Select either the “Commonly used” set, or a custom set

“Limit line items” option

Option to define how line items should serve for various scenarios

Reporting

“Serving restriction”
Historical report dimension delivers insights into the proportion of personalised/ non-personalised ad requests



EU user consent policy

- No changes with regard to this policy
- IAB TCF v2 is just one way publishers can pass consent and comply with it - no requirement to use it
- There will be publishers who use the framework, and others that do not

EU user consent policy

If your agreement with Google incorporates this policy, or you otherwise use a Google product that incorporates this policy, you must ensure that certain **disclosures** are given to, and **consents** obtained from, end users in the European Economic Area along with the UK. If you fail to comply with this policy, we may limit or suspend your use of the Google product and/or terminate your agreement.

Properties under your control

For Google products used on any site, app or other property that is **under your control, or that of your affiliate or your client**, the following duties apply for end users in the European Economic Area along with the UK.

You must obtain end users' legally valid consent to:

- the use of cookies or other local storage where legally required; and
- the collection, sharing, and use of personal data for personalization of ads.

When seeking consent you must:

- retain records of consent given by end users; and
- provide end users with clear instructions for revocation of consent.

You must clearly identify each party that may collect, receive, or use end users' personal data as a consequence of your use of a Google product. You must also provide end users with prominent and easily accessible information about that party's use of end users' personal data.

Properties under a third party's control

If personal data of end users of a **third party property** is shared with Google due to your use of, or integration with, a Google product, then you must use commercially reasonable efforts to ensure the operator of the third party property complies with the above duties. A third party property is a site, app or other property that is not under your, your affiliate's or your client's control and whose operator is not already using a Google product that incorporates this policy.



Integration with IAB TCF v2.0



What is the 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

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

Ad Manager is integrating across all these elements

Global Vendor List (GVL)



Google's registration on the GVL

Consent Management Platform (CMP)



Accept

Reject

Funding Choices supporting the framework

Transparency & Consent (TC) String

10101011010001111...

Ad Manager supporting for the TC string

It encompasses

- Sending bid requests from publishers using Google products, to bidders
- Allowing third-party ad tracking and ad serving to occur, when using Google products
- Bidding on bid requests that are received by Google products



What if I don't secure consent for cookies/local storage?

- Our EU User Consent policy requires publishers obtain end user's legally valid consent to the use of cookies or other local storage, where legally required
- For publishers using the TCF v2, this translates to Purpose 1
- Ad Manager does not currently have cookieless capabilities for scenarios where this consent has not been obtained
- We are working on a limited ad serving solution to address this scenario; more details will be shared in the coming weeks
- It will be only be in place for reservations at launch, we're evaluating expanding support to programmatic



What about vendors who are not on the GVL?

Google has defined an “**Additional consent mode**” technical specification

Why

- Enables publishers using TCF v2 to gather and propagate consent for vendors that are not registered on the IAB GVL, but are on Google's Ad Technology Provider (ATP) list
- To serve as a bridge, ensuring publishers can work with all existing vendors

What

- Lightweight, `addtl_consent` string, containing a list of consented Google ATPs
- Extension to the CMP API to allow for returning an “AC” string. Supplemental, only processed when alongside a TC string

How

- Refer to list of ATPs not registered with the IAB, and their IDs:
`storage.googleapis.com/tcfac/additional-consent-providers.csv`
- Work with your CMP to ensure they have implemented this specification, and gather consent for the vendors you work with
- Ad Manager will automatically reuse the `ConsentedProviderSettings` parameter in bid requests to propagate non-GVL vendors downstream



Timeline

Ad Manager launch timing is in line with the IAB's timeline for switching over fully from TCF v1.1 to v2.0

In May, the IAB extended this date to 15th August, due to the current economic climate and resource constraints across the industry.

Early June

Reservation Controls

Front-end controls launched, but serving not yet impacted

~30th July

Ramp up

Google will officially appear on the GVL. Ad Manager will start reading and respecting a small % of TCF v2.0 traffic, ramping up through early August.

15 August

Full Launch

IAB TC string will be respected on all ad requests
Reservation Controls
Serving changes enforced for line item declarations

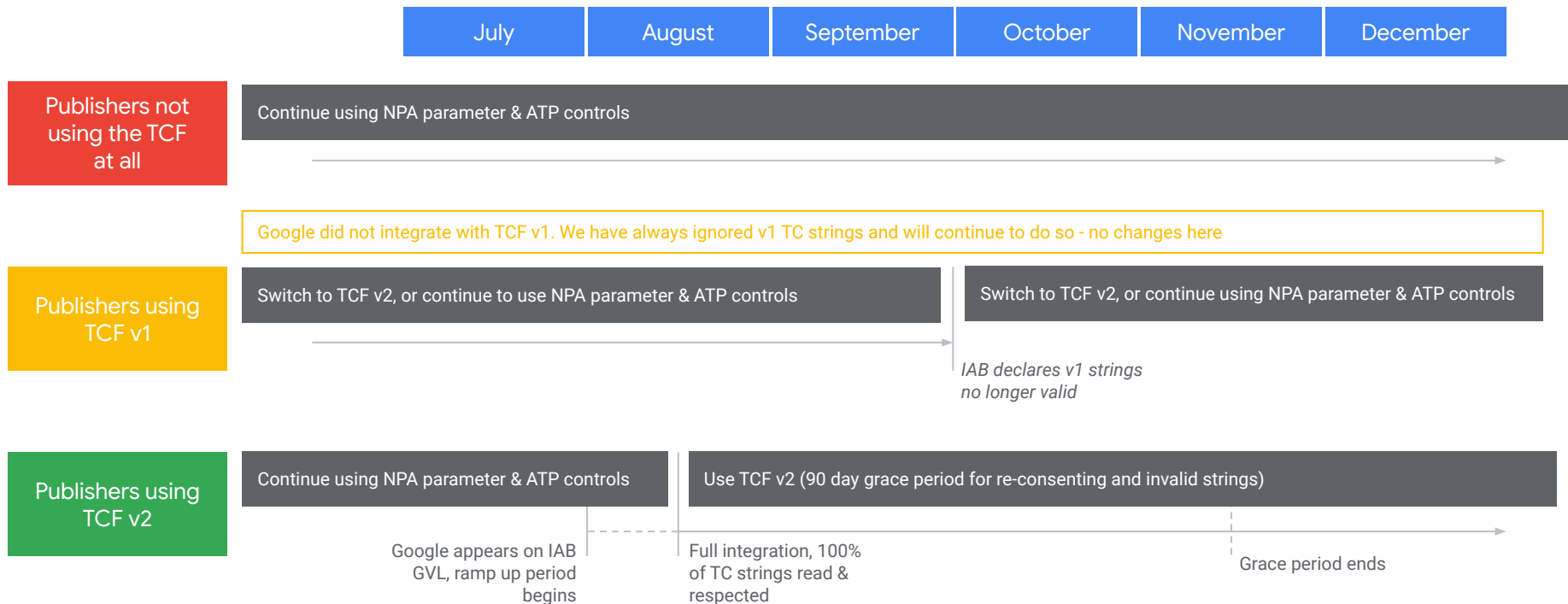
June

July

August



Making a smooth transition



Making a smooth transition

Gradual ramp up period, so we don't have a big change on 15th August

Google will officially appear on the IAB GVL from ~30th July.

During the ramp up period, Google will begin to **read and respect** a small % of v2 TCF traffic, gradually reaching 100% by 15th August.

For the ramp up period, publishers should continue to send the NPA = 0 or 1 signal to communicate user consent, because we will not be reading 100% of TC strings.

90 day grace period, from 15th August, to **re-consent existing users** (for publishers already using the TCF v2)

There will be a 90-day grace period to re-consent (using TCF v2) those users for whom the publisher has previously gathered consent, per our EU User Consent Policy.

Consent for Google gathered over the ramp up period can be relied upon in the future, even after 15th August (no need to re-consent specifically following the ramp-up period)

For new users, publishers must follow the IAB policies to use the latest GVL for consent (which includes Google).

Ad Manager will read the [VendorListVersion](#) to ascertain whether the string was generated before Google was publicly listed on the GVL (July 30th). For these strings, we will serve ads based on the EU User Consent Policy.

90 day grace period, from 15th August, for **invalid TCF v2 strings**

For invalid TC strings (something is wrong with it), during the transition period that starts when we begin reading and passing the TC string for all ad requests, we plan to serve non-personalised ads and inform publishers, to allow them time to make adjustments to fix the strings.

After the 3-month transition period, we will not serve an ad if the TC string is invalid.



Recap: what happens if....?

1. No consent for Purpose 1 (where legally required)

- Publishers should not call Google's ad tags.
- If consent is missing for Purpose 1, Ad Manager will drop the ad request and no ads will be served.

2. Global scope & out-of-band

- Unsupported.
- During a 3 month transition period, we will read the TC string to see whether Google was appropriately consented or not, and will follow the TC string.
- After this transition period, Ad Manager will not serve ads where TC strings indicate this scope.

3. Invalid TC string

- During a 3 month transition period from when Ad Manager begins reading & passing TC strings, non-personalised ads will serve if a TC string is invalid.
- After this transition period, Ad Manager will no serve ads where TC strings are invalid.

4. Not sure whether to implement TCF v2 or not...

- Consider what consent mechanism is right for your business
- Remember, using the TCF is completely optional. You can continue to comply with the EU User Consent policy by your existing means, and do not have to transition on 15th August



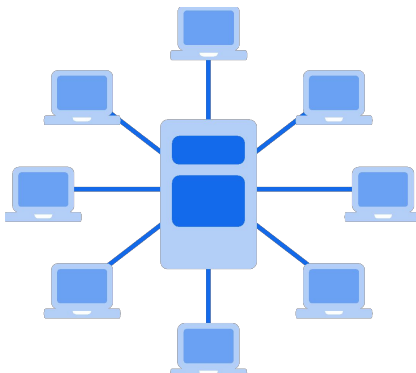
Passing consent to Ad Manager



Integration should be straightforward

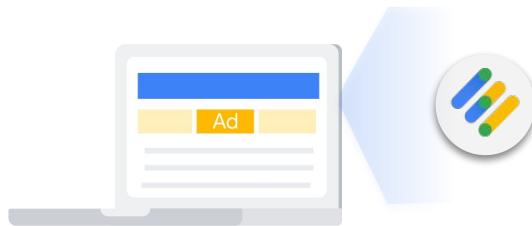
1

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



If your ad tags cannot interact with the CMP API to collect the signals, they can be passed manually:

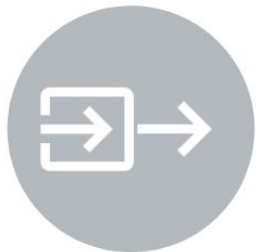
```
gdpr={0,1},gdpr_consent={tc string},addtl_consent={ac string}*
```



Impact for different channels

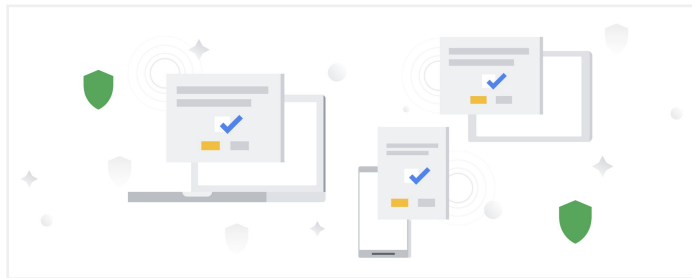


Two key elements to consider



Sending consent strings

Ensuring you pass the TC/AC strings out to partners, so that they respond with appropriate creatives



Ad selection

Ensuring you only allow partners to serve who have the appropriate consent



Which are applicable to 3 key channels



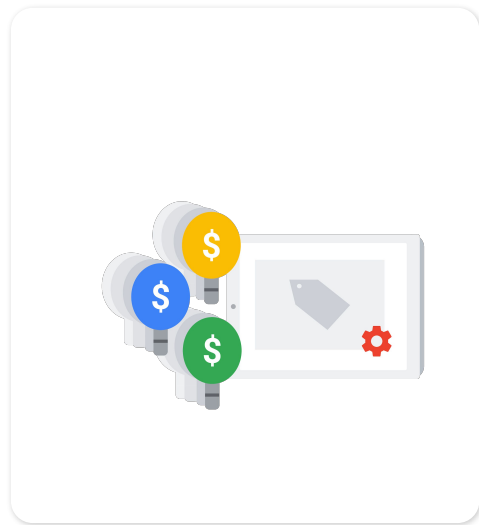
Google programmatic channels

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

Serving: Ad Manager will **check creatives** for consented vendors

Creatives containing invalid or unconsented vendors will be blocked and not allowed to serve

- 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



In-app mediation

- 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](#)

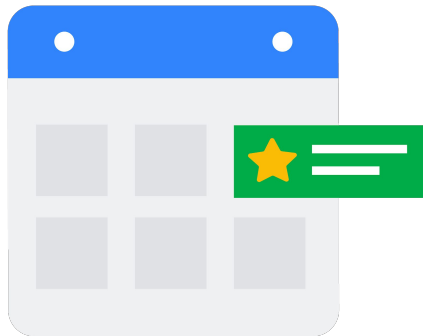


Passing TC string through non-programmatic creatives

- 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



New controls for all other line items



Consent checking for
reservation creatives

Vendor declarations



Consent checking

Ad Manager can [check for consent](#) when determining whether creatives are eligible to serve, by [scanning them](#) for ATPs.

- Optional to extend consent checking through all creatives, both for publishers using the TCF, and those who are not
- Those not opting in are responsible for ensuring you have the necessary user consent to serve a given creative

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. This will be effective from 15 August 2020.

Consent checking will be extended to all reservations by default with no opt-out by the end of 2020.



Vendor declarations

- Declare indexed providers (from the GVL & Google's ATP list), or add an owned technology

Owned technology is only for when you couldn't find them in the provider list

- 3 levels of control: **Network-wide, creative wrapper and individual creatives**

Those applied at the creative level override network-wide declarations

- Expands upon and **replaces** the "Limit EEA serving" control
New settings will automatically be transferred from the line items to their associated creatives, based on eligibility to serve in the EEA & UK
- Ad Manager scans all creatives and **surfaces ATPs that have not been declared** in the Creatives table

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

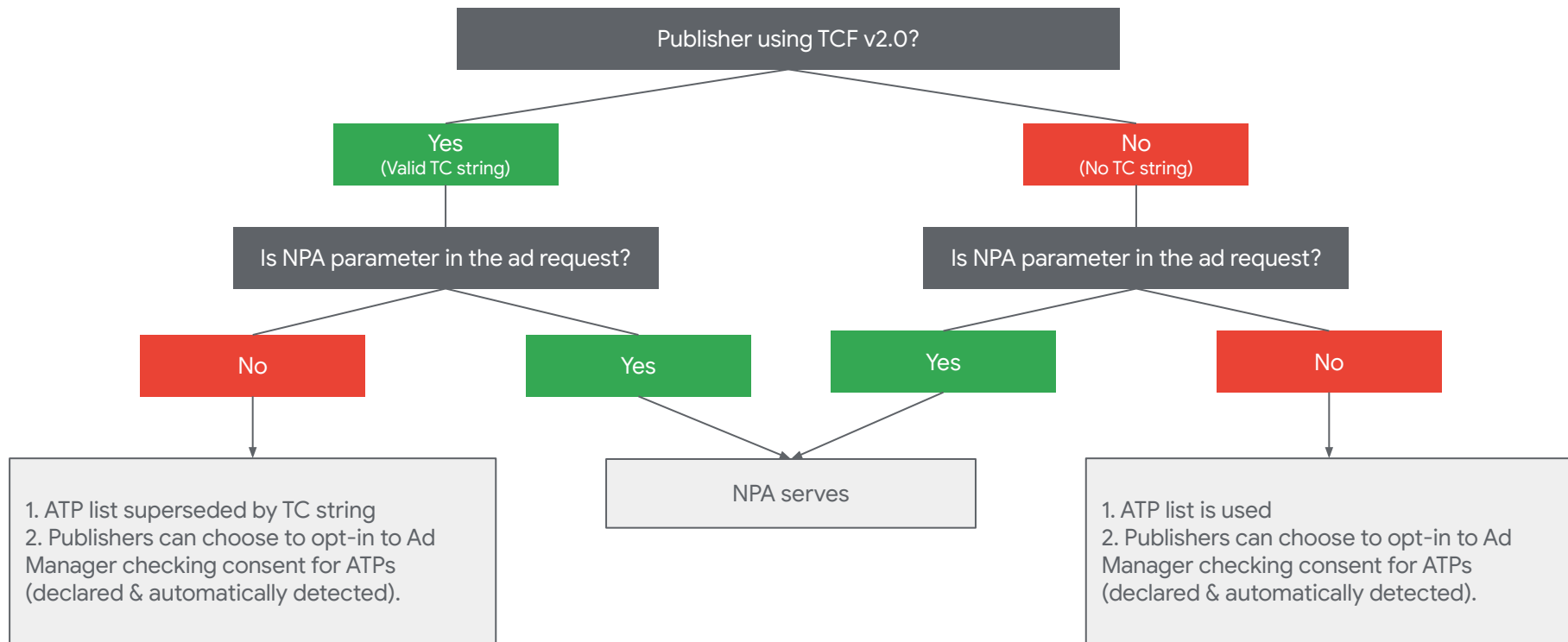
If you use an owned ad technology on your own site or app, like a content delivery network, then you can enter its URL below to make sure that it doesn't get blocked in the reservation request.

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

Ad technology 0 URLs added



Serving behaviour when both NPA & TC string present



A walkthrough



Three different macros

For scenarios where vendor cannot collect the TC string themselves

1. `%%GDPR%%`: 0 or 1, specify if the user is based in Europe
2. `%%GDPR_CONSENT_XXXX%%`: Consent string for the specific vendor
3. `%%ADDTL_CONSENT%%`: Additional Consent, to pass information for vendors not on the GVL (only works when implemented on the CMP)

Check with your 3rd party and ask for their vendor ID

VAST redirect example

Target ad unit size ?

640x480v



VAST tag URL ?

```
https://ads.stickyadstv.com/www/delivery/swfIndex.php?
reqType=AdsSetup&protocolVersion=2.0&zoneId=123456789&loc=%%
SITE%%&_fw_gdpr=%%GDPR%%&_fw_gdpr_consent=%%GDPR_CONSENT_285
%%
```



Sorry, we don't recognize this tag. If you want to track clicks via Google Ad Manager and avoid counting discrepancies, you must insert the macros manually. Please contact the tag provider for directions on where to place the macros.

INSERT MACRO

TEST



Creative scanning

- **How:** Ad technologies automatically identified by their code in Ad Manager, based on domain declaration
- **When:** As soon as creatives are created (before any rendering)
- **Outcomes:**
 1. Known domain detected
 2. Unknown domain detected
 3. No domain detected

Automatic scanning

1. criteo.net associated with Criteo ATP

```

1 <!-- BEGIN-->
2 <script type="text/javascript"
  src="//static.criteo.net/js/ld/publishertag.js"></script>
3 <div id="crt-f8243f11" style="width:300px;height:600px;"></div>
4 <script type="text/javascript">
5 Criteo.DisplayAd({
6   "zoneid": 409735,
7   "containerid": "crt-f8243f11",
8   "ct0": "%%CLICK_URL_ESC%%");
9 </script>
10 <!-- END TAG -->
11

```

Automatic scanning

2. URL not indexed in IAB GVL or Google ATP list

```

1 <script src="//cdn.tcadops.ca/gpt/adtagrh.js"></script>
2 <div data-tc-ad-size="300x250" data-tc-ad-unit="tc.fr.rh.redux.abc.twf">
  </div>

```

Automatic scanning

3. No URLs detected in this Header Bidding JavaScript

```

1 <script>
2   try{ window.top.pbjs.renderAd(document, '%%PATTERN:hb_adid%%'); }
3   catch(e) {/*ignore*/}
4 </script>

```



Vendor declarations

Use case: If an ad technology is used across all line items in a network/
Default setting

Admin Level

One-off

Default setting

Use case: via Labels, can use creative wrappers to apply ad technologies more efficiently than at the creative level

Creative Wrapper Level

One-off

Use case: when a known ad technology is being used on a specific creative

Creative Level

Day-to-day

Will override default setting



Vendor declarations – Creative level

- Advertiser uses an AdForm creative
 - Ad Manager automatically detects this
- Advertiser also uses a Moat tracking pixel, configured in AdForm on the advertiser-side, and informs the publisher
 - Ad Manager cannot automatically detect this
 - Publisher manually declares vendor at the creative level

Target ad unit size ⓘ
300x600

Code type ⓘ
☒ Standard ☐ AMP ☐ Standard and AMP

Standard ⓘ

```

1 <script language="javascript" src="https://track.adform.net/adfscript/?
  bn=36966871;click=%CLICK_URL_UNESC%"></script><noscript>
2 <a href="%%CLICK_URL_UNESC%https://track.adform.net/C/?bn=36966871;C=0"
  target="_blank">
3 
4 </a>
5 </noscript>
6

```

✓ Macros have been inserted.

INSERT MACRO

Declare ad technology provider 1 ad technology provider selected

Type to search

Oracle Data Cloud

Automatically detected

adform.net associated with AdForm ATP

Manually declared

Oracle Data Cloud (Moat)



Vendor declarations – Creative wrapper level

With Creative Wrappers you can apply ad technologies by default on the ad unit level.

×

Create new creative wrapper

Label

Ad technologies used by

HTML Type ⓘ

☒ Standard ☐ AMP ☐ Standard and AMP

Standard HTML

For standard HTML ads

At least one header or footer macro is required

Header ⓘ

Footer ⓘ

Wrapping order (optional) ⓘ

No preference ▾

Associated ad technology providers ⓘ

Set custom settings ▾

☐ No ad technology providers to declare

☒ Declare ad technology providers

Declare ad technology provider

1 ad technology provider selected

Type to search

Oracle Data Cloud

CHOOSE LABEL

Frequency caps (optional)

☐ Set label frequency caps ⓘ
☐ Set ad unit frequency caps ⓘ

Refresh rate (optional) ⓘ

☐ Select all
☒ Ad technologies used by all creatives (Creative wrapper)
☐ creative_wrapper label 1 (Creative wrapper)

Labels (optional) ⓘ

New label

Ad technologies used by all creatives ⓘ Type to search

Consent checking

- **How:** TC string (or ATP list) is compared to Ad technologies identified through *scanning* and ad technologies *manually declared*.
- **When:** for all publishers opted-into consent checking
- **Outcomes:**
 1. **Ad technology identified** → only serving when valid consent present
 2. **Unknown domain detected** → Action needed for this creative to serve
 3. **No Ad Technology** → No serving impact

Automatic scanning

1. criteo.net associated with Criteo ATP

```

1 <!-- BEGIN-->
2 <script type="text/javascript"
  src="//static.criteo.net/js/ld/publishertag.js"></script>
3 <div id="crt-f8243f11" style="width:300px;height:600px;"></div>
4 <script type="text/javascript">
5 Criteo.DisplayAd({
6   "zoneid": 409735,
7   "containerid": "crt-f8243f11",
8   "ct0": "%%CLICK_URL_ESC%%});
9 </script>
10 <!-- END TAG -->
11

```

Automatic scanning

2. URL not indexed in IAB GVL or Google ATP list

```

1 <script src="//cdn.tcadops.ca/gpt/adtagrh.js"></script>
2 <div data-tc-ad-size="300x250" data-tc-ad-unit="tc.fr.rh.redux.abc.twf">
  </div>

```

Automatic scanning

3. No URLs detected in this Header Bidding JavaScript

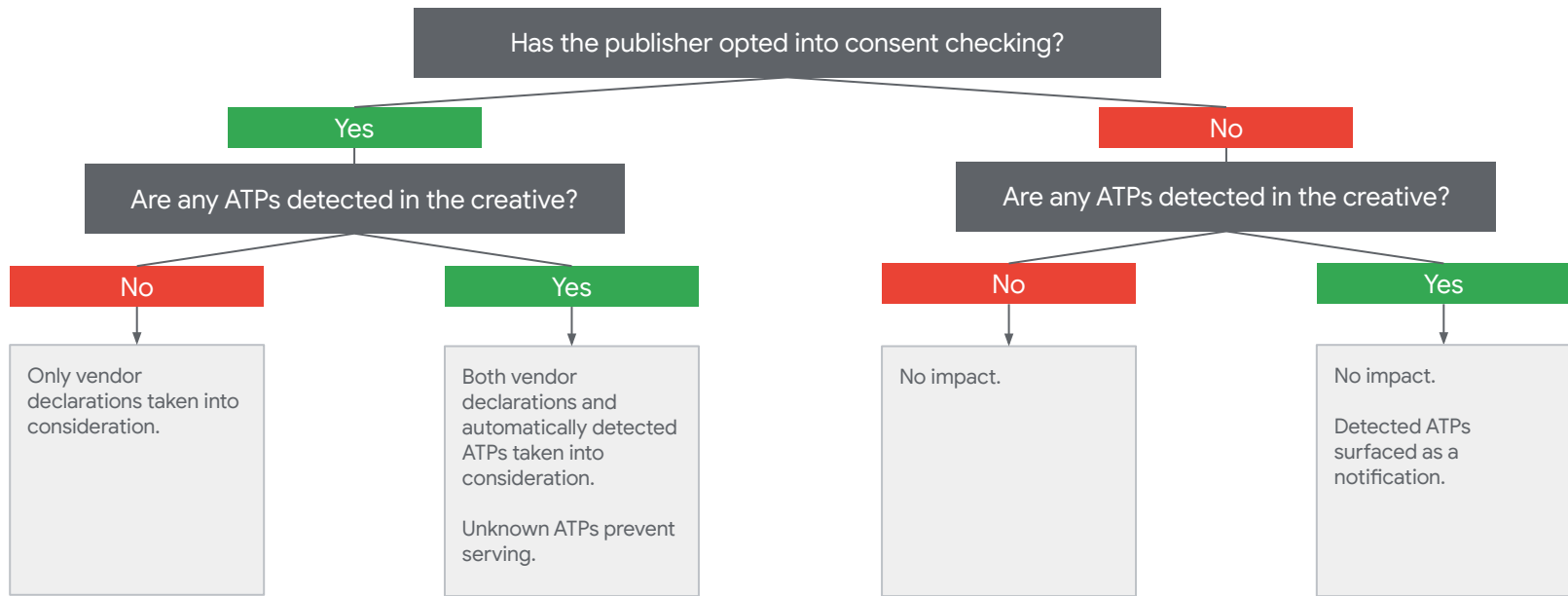
```

1 <script>
2   try{ window.top.pbjs.renderAd(document, '%%PATTERN:hb_adid%%'); }
3   catch(e) {/*ignore*/}
4 </script>

```



How these two controls overlap



The creative will be blocked from serving if the TC string is missing:

- any **ATP on the set** or
- **ATP does not have at least 1 legal basis** (consent or legitimate interest) or
- if an **unknown ATP is detected**



Funding Choices for user consent



Funding Choices for User Consent

Ad Manager > Admin > EU user consent settings

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 customise 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 



Google Funding Choices

Danilo Test Account


Sites

Reports

Tags

Settings


Select your message type



Ad blocking detection

Identify and message visitors that have ad blocking installed

Select




Consent collection

Provides the ability to gather consent related to the General Data Protection Regulation

Select

Consent framework

☒ IAB Europe transparency and consent framework (beta) 

Manage complex ad serving configurations that use mediation and open bidding





Q&A

