

Dated: 17 December 2020

Subject: Reminder on TCF Policies for Vendors

Dear TCF CMPs and Vendors,

Over the past weeks, IAB Europe has been notified of the existence and circulation of what appear to be TC Strings, carrying non-registered CMP ID numbers.

We'd like to remind you that such Signals should not be acted on by Vendors under TCF Policies as they do not carry any guarantee that they have been generated in accordance with the requirements set out in the Framework Policies and therefore put both your and IAB Europe's efforts to facilitate industry compliance with regulation at risk.

While IAB Europe works on resolving the issue, we'd like to take this opportunity to remind you of the content of several TCF Policies that apply to each Vendor's involvement in the Framework. In particular:

- Vendors are required to only work within the Framework with fully compliant CMPs that are registered and published on [IAB Europe's CMP List](#) (Policy 13(1)) and fully compliant Publishers that have inter alia made a public attestation of compliance (Policy 14(1)).
- Vendors are required to respect Signals communicated by a compliant CMP or received from a Vendor who forwarded the Signal from a compliant CMP (Policy 13(3)).
- If a Vendor is unable to read a Signal, process its contents or act in accordance with it, that Vendor must assume it does not have permission for any of the Purposes (Policies 13(4) and (5)).
- Vendors are not permitted to create or transmit Signals where no CMP has communicated a Signal, and Vendors cannot extend, modify or supplement Signals (Policy 13(6)).

Please refer to the complete TCF [Policies](#) and [Terms & Conditions](#) for the full text of the above mentioned Policies and for more information about your rights and obligations under the Framework.

Please note that under the Policies, you are also required to notify IAB Europe of any Framework participants that do not act in accordance with the Policies. You can notify us via the [dedicated online form](#).

We thank you for your support over the past year and send warm wishes for the end-of-year holidays!

Best,



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