

Dated: 23rd December 2019

Subject: Compliance Certification Update - TCF v1.1

Dear TCF Vendors and CMPs,

This email is to flag that we are aware that although 130+ CMPs have now been certified as having created a UI that complies fully with the TCF v1.1 Policies, rollout of the compliant UIs in the market is lagging behind, and that we are committed to taking the necessary steps to ensure that the credibility of the TCF in the market is not undermined as a consequence.

Certification of compliance was conditional on each CMP actually using the compliant UI on all installations going forward. As the recent [NOYB complaints](#) to the French DPA and their aftermath are making clear (and despite two of the complaints arguably misrepresenting what permissions were actually granted to Vendors), this condition is not being universally respected. Moreover, there is *behaviour* in the market that is at variance with the TCF Policies even where the UI itself complies.

These two types of conduct – continuing deployment of non-compliant UIs and behaviour that breaches the TCF Policies – may reduce consumer protection, place publishers, Vendors and other CMPs in legal jeopardy, and discredit the TCF itself in the eyes of regulators and users.

Early in the New Year, we will provide details on the enforcement process we will be adopting for those CMPs who have not rolled out TCF v1.1-compliant interfaces. We look forward to working with you on this important activity.

In the interim, we would like to thank each of you for your investment in the TCF during 2019 and wish you a healthy and happy 2020.

Best,

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