

## **Usercentrics Consent Management Platform (CMP) is officially certified for the new IAB Europe Transparency and Consent Framework (TCF 2.0)**

Munich, August 12, 2020 - Usercentrics, the leading Consent Management Platform provider, remains a certified CMP provider with the IAB Europe under the Transparency and Consent Framework v2.0 (TCF 2.0).

With the Transparency and Consent Framework (TCF), the industry association IAB (Interactive Advertising Bureau Europe) has created a standard with which publishers and advertisers can bring their performance marketing in line with the requirements of the GDPR (General Data Protection Regulation). With the IAB TCF 2.0, the framework has now been extensively revised. In the future, anyone wishing to display programmatic advertising via vendors who have joined the TCF 2.0 can only do so by transmitting user consent in the form of a so-called TC string. This can only be generated by an IAB certified Consent Management Platform (CMP).

The new version includes a number of extensive changes, ranging from new purposes and features to a new structure for the Consent String. The deadline for complete transition to the new framework is August 15, 2020, after which older versions of the TCF will no longer be supported.

Mischa Rürup, CEO of Usercentrics: "The TCF 2.0 creates a standard and a consistent ecosystem for the query and transmission of user consent between relevant players in the digital advertising ecosystem, so that performance marketing can continue to be possible in accordance with the GDPR. Time will tell whether TCF 2.0 can establish itself as a new industry standard; nevertheless, it is a good approach to bring consistency to a market that has so far been difficult to keep track of. Advertisers who have not yet made use of a Consent Management Platform, or who still have a CMP in use that is not TCF 2.0 certified, should address this issue as soon as possible in order to remain competitive. Otherwise, modern technologies such as retargeting might not be able to work in compliance with applicable data protection laws without a TCF Consent String".

### **About Usercentrics**

#### *Compliance & Marketing in Harmony*

Usercentrics is a leading Consent Management Platform (CMP). The Software-as-a-Service (SaaS) solution enables advertisers, publishers, agencies and technology providers to obtain, manage and document the consent of their website visitors to process the data of different web technologies. The Usercentrics software is easy to implement, fully customizable and allows websites to be fully compliant with regulations like GDPR, CCPA or ePrivacy. The IAB-certified CMP offers an intuitive user interface, real-time monitoring, various options for Opt-in A/B-Testing, as well as other optimization tools. The Munich tech company was founded in 2017 and currently manages several million consents per minute. Their customer base consists of SME's to Fortune500 companies within a multitude of different industries. For more information please visit [www.usercentrics.com](http://www.usercentrics.com)