

DATA PROTECTION IS GETTING SERIOUS

COOKIE CONSENT KICKED TO THE CURB

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This is significant because the IAB TCF is "the industry-standard approach" to collecting and storing cookie consent for tracking personal data in online advertising. Over 1.000 AdTech companies are IAB TCF vendors and rely on TCF to collect cookie consent.

ICCL, one of several institutions behind the complaint to the EU, sums it up:

“EU data protection authorities find that the consent popups that plagued Europeans for years are illegal. All data collected through them must be deleted.”

This decision potentially impacts hundreds of data companies, publishers, and online advertising platforms. The whole framework with cookie consent via popups is at risk and so is cookie-based targeting.

IDFree.com Chief Data Officer Ulrik Larsen calls it a serious blow:

"This is a serious, potentially lethal, blow to cookie-based targeting that relies on user consent. We understood long ago that data privacy is essential in our digital world, and we developed IDFree.com to help marketers run successfully targeted campaigns without private data or user consent."

About IDFree.com

The targeting tool idfree.com is built to support marketers reach audiences who live in located geographical neighbourhoods - without collecting private data from cookies or IDs.