

# Transparency and Consent Framework (TCF 2.0)

1&1 Mail & Media GmbH as website operator of the WEB.DE and GMX portals has decided, in consultation with the data protection authorities, to exclusively carry out any processing of personal data in context of advertising based on consumer's consent. For this purpose, a private Consent Management Platform was developed and registered with the International Advertising Bureau Europe (IAB Europe) under ID 167. Consequently, we also follow the IAB Transparency and Consent Framework (TCF 2.0) for the signaling of consent.

As soon as a tracking / pixel / tag that processes personal data is in use, the following two points must be considered:

1. For United Internet Media, in order to be able to display TCF 2.0 compliant advertising media, the tracking codes / vendor scripts embedded in the advertising media must be able to include a TC signal at a corresponding parameter. For this purpose, United Internet Media requires the defined parameters of the vendors used as well as their possible values. To automate the transfer of the TC string, we ask you to define TCF 2.0 compliant notation placeholders in the script instead of using static values.

Examples:

Parameters	Values	Placeholders TCF 2.0 notation
gdpr	0: GDPR is not applicable to the user	\${GDPR}
	1: GDPR is applicable to the user	
gdpr_consent	XXXX represents the VendorID for which the consent is checked	\${GDPR_CONSENT_XXXX}
gdpr_pd	1: Generic parameters contain personal information	\${GDPR_PD}
	0: Generic parameters do not contain personal information	

Before:

```
<script language="javascript"src="https://track.adform.net/adfscript/?bn=[tag_id]">
```

Afterwards:

```
<script language="javascript"src="https://track.adform.net/adfscript/?bn=[tag_id];gdpr=${GDPR};gdpr_consent=${GDPR_CONSENT_XXXX}">
```

2. The used vendor must be registered with all purposes based on the legal basis "Consent" (default) or as "flexible" in the [Global Vendor List 2.0](#) of the IAB TCF.

Should tracking / pixel / tags be used without corresponding consent parameters or without a registered vendor, we ask for your understanding that an integration on our portals is no longer possible.

## Further information

Official IAB Europe TCF theme page: <https://iabeurope.eu/transparency-consent-framework/>

Global Vendor TCF 2.0: <https://iabeurope.eu/vendor-list-tcf-v2-0/>