

Dated: 27 May 2021

Subject: Updates to maximum storage duration disclosure requirements

Dear TCF Vendors and CMPs,

The TCF Steering Group has approved TCF policy amendments, related to the maximum storage duration disclosure requirements. The amendments have been reflected in an update to the TCF Technical Specifications.

Implementation deadlines are detailed below. Please consult the latest versions of the [TCF Policy](#) and [Technical Specifications](#) for the complete requirements.

Amendment to TCF Policy 16(2bis)

TCF Policy 16(2bis) requires Vendors to disclose their storage duration practices. The following amendments have been adopted:

1. The prohibition for Vendors to refresh their maximum storage duration unless the Framework signals indicate that the user has renewed their consent has been removed;
2. A requirement for Vendors to indicate whether maximum storage duration may be refreshed has been added.

Amendment to TCF Appendix B, Policy C(c)

Appendix B relates to UI requirements. The following amendments have been adopted:

1. The duration disclosure requirements in Appendix B, Policy C(c)(i) have been reformulated and transferred to a new policy in Appendix B, Policy C(c)(vii);
2. A requirement to disclose refreshing practices by Vendors has been added in Appendix B, Policy C(c)(vii);
3. An exemption from the requirements to disclose maximum cookie storage durations has been added to Appendix B, Policy C(c)(vii) for mobile/app environments.

Updates to TCF GVL Registration and Technical Specifications

The GVL registration page and TCF Technical Specifications have been updated with a true/false field enabling Vendors to indicate whether any cookies in scope for *cookieMaxAgeSeconds* are refreshed after being initially set. Please see the relevant technical documentation [here](#), including an example of a refreshing practice.

Logic underpinning the amendments

Currently, the TCF Policies do not define circumstances or a timeframe within which CMPs are required to request users to renew their consent. Policy 5(1) TCF merely requires CMPs to *remind* users of their ability to withdraw consent at least every 13 months. This is mainly due to the fact that different requirements may apply in different jurisdictions regarding the appropriate amount of time for which consent can be stored.

Maintaining a prohibition for Vendors to refresh storage duration may thus result in Vendors never being allowed to refresh their storage duration once the initial indicated duration expires. It is considered that this goes beyond the scope of requirements that can be defined in the TCF and should be left up to each participant. For the avoidance of doubt: nothing prevents a Vendor to only refresh their maximum storage duration when a user has renewed consent.

Implementation and enforcement

The TCF CMP Validator will be updated to reflect these amendments but CMPs will not need to apply for re-validation of their Framework UI.

The implementation deadlines are the following:

- COB 23rd July 2021 - allowing Vendors 8 weeks to update their registration following the registration page update Friday 28th May;
- COB 20th August 2021 - allowing CMPs 12 weeks to make the necessary disclosures;

Best regards,

IAB Europe Team

Address: