

Registration is now open for Vendors and Consent Management Providers to apply for approved status in the context of IAB Europe's Transparency and Consent Framework.

The member registry of vendors and CMPs (known as the List) will facilitate adherence to the Framework policy, provide transparency into the ways companies intend to comply with GDPR requirements, and centralize participants into one well-known location. Publishers can then use the List to view which of their partners are a part of the Framework, and determine which vendors to include in the transparency and consent user interfaces they decide to make available on their sites.

Registration is at register.consensu.org and there are separate pages for vendors and CMPs to complete the required information.

Once they have submitted their application and received approval by IAB Europe, they need to pay the annual fee. The IAB Europe will then issue vendors with an ID and publish them in the Framework, while CMPs will receive an ID and sub-domain and will be listed on advertisingconsent.eu.

You can find all the background information you need in the FAQ and at advertisingconsent.eu.

The IAB Europe will also hold an open webinar on Friday, 13 April 17:00 CEST/16:00BST/11:00 EDT/ 08:00 EDT) when their technology and policy experts will be on hand to answer your questions. Register for the webinar at the link below:

<https://register.gotowebinar.com/rt/8917673009195155715>