



October 20, 2020

BSE Limited

P. J. Towers, 25th Floor,
Dalal Street, MUMBAI – 400001.
Scrip Code: **532368**

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai-400051.
Symbol: **BCG**

Dear Madam/Sir,

Sub: Brightcom becomes IAB Europe TCF registered.

With respect to the subject cited above, we would like to inform the shareholders through the Exchanges that, Brightcom is now approved as the registered vendor of the IAB (“Interactive Advertising Bureau”) Europe TCF (“Transparency and Consent Framework”).

IAB Europe is the European-level association for the digital marketing and advertising ecosystem. Through its membership of media, technology and marketing companies and national IABs, its mission is to lead political representation and promote industry collaboration to deliver frameworks, standards and industry programmes that enable business to thrive in the European market.

The IAB Europe Transparency and Consent Framework (TCF) is the only General Data Protection Regulation GDPR consent solution built by the industry for the industry, creating a true industry-standard approach. The TCF’s simple objective is to help all parties in the digital advertising chain ensure that they comply with the EU’s GDPR and e-Privacy Directive when processing personal data or accessing and/or storing information on a user’s device, such as cookies, advertising identifiers, device identifiers and other tracking technologies.

We request you to kindly take note of this development and disseminate the information.

Yours faithfully,

For BRIGHTCOM GROUP LIMITED

Manohar Mollama
Company Secretary & Compliance Officer
ACS 39254

