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# EVERYMAN



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## EVERYMAN

With your agreement, we and [our 804 partners](#) use cookies or similar technologies to store, access, and process personal data like your visit on this website, IP addresses and cookie identifiers. Some partners do not ask for your consent to process your data and rely on their legitimate business interest. You can withdraw your consent or object to data processing based on legitimate interest at any time by clicking on "Learn More" or in our Privacy Policy on this website.

**We and our partners process data for the following purposes**

Personalised advertising and content, advertising and content measurement, audience research and services development , Precise geolocation data, and identification through device scanning, Store and/or access information on a device

[Learn More](#) →

**Agree and close**

Book a film

We and our partners place cookies, access and use non-sensitive information from your device to improve our products and personalize ads and other contents throughout this website. You may accept all or part of these operations. To learn more about cookies, partners, and how we use your data, to review your options or these operations for each partner, visit our [privacy policy](#).

YOU ALLOW

- + Store and/or access information on a device
- + Measure content performance
- + Create profiles for personalised advertising
- + Create profiles to personalise content
- + Develop and improve services
- + Understand audiences through statistics or combinations of data from different sources
- + Measure advertising performance
- + Use limited data to select advertising
- + Use profiles to select personalised advertising
- + Use profiles to select personalised content
- + Use precise geolocation data
- + Actively scan device characteristics for identification
- + Use limited data to select content

<b>Disagree to all</b>		<b>Agree to all</b>	
Disagree	Disagree	Agree	Agree
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Disagree	Disagree	Agree	Agree

By giving consent to the purposes above, you also allow this website and its partners to operate the following data processing: Deliver and present advertising and content, Ensure security, prevent and detect fraud, and fix errors, Identify devices based on information transmitted automatically, Link different devices, and Match and combine data from other

← **Select partners for Everyman Cinema** ✕

You can set your consent preferences for every partner listed below individually. Click on a partner name to get more information on what it does, what data it is collecting and how it is using it.

All partners	Block	Authorize
#		
+ 152 Media LLC IAB TCF	Block	Authorize
+ 1plusX AG IAB TCF	Block	Authorize
+ 2KDirect, Inc. (dba iPromote) IAB TCF	Block	Authorize
+ 33Across IAB TCF	Block	Authorize
+ 3Q GmbH IAB TCF	Block	Authorize
+ 6Sense Insights, Inc. IAB TCF	Block	Authorize
:		
+ : Tappx IAB TCF	Block	Authorize
+ View user information		

PRIVACY MANAGEMENT BY **DIDOMI**

**Save**

## What information is stored in a TC String?

A TC String contains the following information:

1. **General metadata:** standard markers that indicate details about a TC String such as its encoding version, when it was last updated, and when it was initially created as well as details about the conditions of the transparency and consent values it contains such as the [Global Vendor List](#) version used, the CMP used, etc.
2. **User consent:** a user's expression of consent given for processing their personal data. A user's consent is expressed on two levels: per Purpose and per Vendor.
3. **Legitimate interest:** the record of a CMP having established legitimate interest transparency for a vendor and/or purpose and whether the user exercised their "Right to Object" to it. This includes signals for Purposes in general and Purposes declared specifically for a given Vendor.
4. **Publisher restrictions:** the restrictions of a vendor's data processing by a publisher within the context of the users trafficking their digital property.
5. **Publisher transparency and consent:** a segment of a TC String that publishers may use to establish transparency with and receive consent from users for their own legal bases to process personal data or to share with vendors if they so choose.
6. **Specific jurisdiction disclosures:** the country in which the publisher's business entity is established or the legislative country of reference and a record of whether Purpose 1, "[to] store and/or access information on a device," was disclosed to the user since some jurisdictions handle this Purpose differently.

If the TC String is:

```
COvFyGB0vFyGBAbAAENAPCAOAAAAAAAAAEEUACCKAAA.IFoEUQQgAIQwgIwQABAEAAAAOIAACATAAAQAIgEAACEAAAAgAQBAAAAAAAAGBAAgAAAAAAFAAECAAAgAAQA  
RAEQAAAAAJAAIAAgAAAYQEAAAQmAgBC3ZAYzUw
```

Then the caller replaces the macro in the URL with the actual TC String so that the originally placed pixel containing the macro is modified as follows when making the call to the specified server.

```
http://vendor-  
a.com/key1=va11&key2=va12&gdpr_consent=COvFyGB0vFyGBAbAAENAPCAOAAAAAAAAAEEUACCKAAA.IFoEUQQgAIQwgIwQABAEAAAAOIAACATAAAQAIgEAACEAAA  
AAgAQBAAAAAAAAGBAAgAAAAAAFAAECAAAgAAQARAEQAAAAAJAAIAAgAAAYQEAAAQmAgBC3ZAYzUw
```

TC Strings must always be propagated as is, and not modified. Additional URLs in the supply chain are addressed the same way with remaining vendors.

The available URL parameters and macros to relay information down the supply chain are listed in the following section.