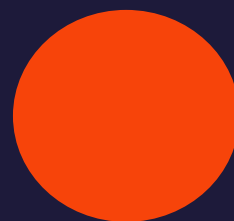


IAB UK Gold Standard 2.0



Summary of changes

New criteria:

- Gold Standard 2.0 (GS 2.0) includes the addition of a new criteria to address increasing Data & Privacy concerns, by requiring certifying companies to implement [IAB EU's Transparency and Consent Framework \(TCF\)](#)
- Ad fraud criteria which initially only required companies to comply with ads.txt and app-ads.txt, has been expanded to require companies to implement IAB Tech Lab's initiatives 'sellers.json' and 'supplychainobject'; both of which act as an extension to app-/ads.txt and help to minimise ad fraud in the ecosystem by bringing more transparency and control to advertisers

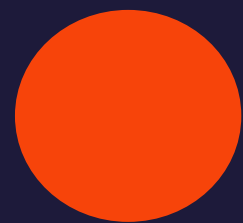
Other updates to the existing reflected in Gold Standard 2.0 are:

- Direct sellers ads.txt criteria has updated to request evidence that demonstrates that the list of authorised sellers is audited
- 'Buyers' are required to show that they are encouraging their upstream partners (i.e. advertisers) to become Gold Standard Supporters
- As part of Gold Standard 2.0 we have provided more specific detail on the evidence we require for certification, based on our auditors feedback

The Compliance Grid – Gold Standard 2.0

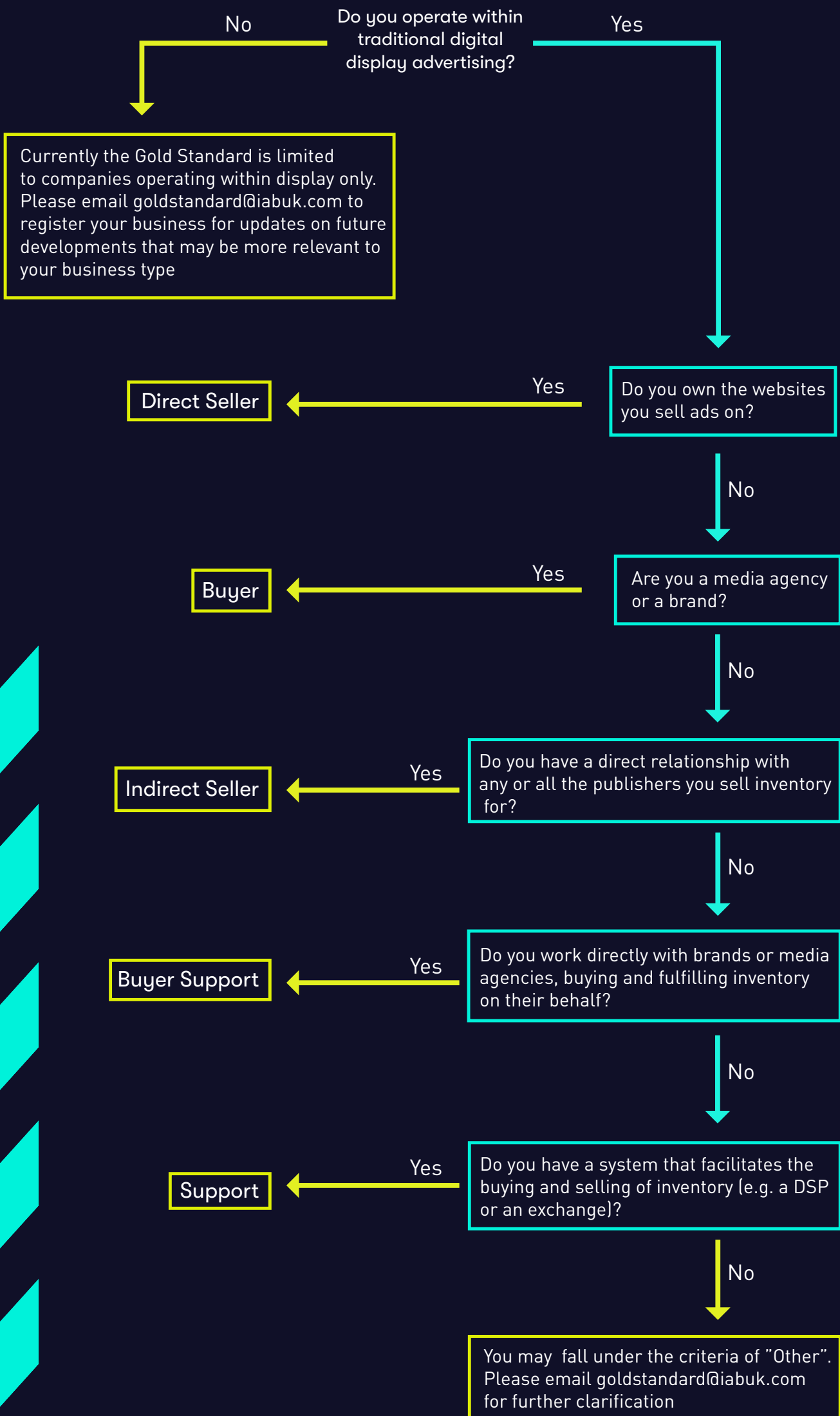
	Direct Sellers (Owned inventory) Companies primarily involved in the selling of owned and operated inventory. (A)	Indirect Sellers (Non-owned inventory) Companies primarily involved in the selling of inventory on sites they do not own or operate (B)	Support (Tech platforms and services) Companies that primarily facilitate the buying and selling of inventory but do not own inventory or represent specific sites (C)	Buyer Support Companies who buy inventory on behalf of a brand or agency (D)	Buyers Companies who purchase media directly or as a representative for another company (E)	All other (Data, Quality, Creative) Companies who do not meet one of the previous four categories (F)
	Autotrader, Bauer Media, Guardian, Facebook, Spotify, YouTube	SSPs, Facebook Audience Network, Rubicon, Teads	DSPs, Google AdX, Amazon DSP	Trading Desks, Managed Service, Quantcast, RhythmOne, Captify, Exponential	Adidas, GroupM, MediaCom, MC&C Media, The Media People, Unilever	DMPs, ad verification, creative agencies, content management platforms
General	<ul style="list-style-type: none"> Complete Gold Standard online training modules 	<ul style="list-style-type: none"> Complete Gold Standard online training modules 	<ul style="list-style-type: none"> Complete Gold Standard online training modules 	<ul style="list-style-type: none"> Complete Gold Standard online training modules 	<ul style="list-style-type: none"> Complete Gold Standard online training modules where necessary to compliment GS training as below Public support for the Gold Standard Encourage upstream partners to become Gold Standard Supporters 	<p>For companies who do not fit into the current Gold Standard categorisation of Direct – Indirect – Support – Buyer Support – Buyers, compliance in this area will initially be determined on a case by case basis. Please contact goldstandard@iabuk.com for more information about demonstrating compliance</p>
ads.txt (Ad Fraud)	<p>(app-)ads.txt Desktop & Mobile Web:</p> <ul style="list-style-type: none"> Implement ads.txt at your root URL (example) <p>App</p> <ul style="list-style-type: none"> Ensure the “developer website” field in the app stores hosting your apps is up to date (Guidance) Upload an app-ads.txt file to the root domain of the developer website listed Ensure the ads.txt and app-ads.txt files are kept up to date and partners listed have been verified <p>Sellers.json</p> <ul style="list-style-type: none"> Encourage upstream partners to adopt sellers.json Be listed on the sellers.json files of your upstream partners <p>Supplychainobject</p> <ul style="list-style-type: none"> Include the SupplyChain object in your bid request 	<p>(app-)ads.txt</p> <ul style="list-style-type: none"> Encourage your downstream partners to adopt (app-)ads.txt Include that you are listed within the (app-) ads.txt of your downstream partners through a contractual requirement or T&Cs Have a minimum of 90% of UK web traffic delivered through sites with an ads.txt file Measure the proportion of UK app traffic going through apps with an app-ads.txt file <p>Sellers.json</p> <ul style="list-style-type: none"> Implement a sellers.json file listing your authorised publishers and resellers and their SELLER ID and legal entities where relevant Ensure the sellers.json files are kept up to date <p>SupplyChain object</p> <ul style="list-style-type: none"> Populate the SupplyChain object field in your bid request 	<p>(app-)ads.txt</p> <ul style="list-style-type: none"> Support (app-)ads.txt in your T&Cs with downstream partners Publicly declare support for (app-) ads.txt, eg: in article or blog Filter for (app-) ads.txt authorised inventory in your platform <p>Sellers.json</p> <ul style="list-style-type: none"> Encourage downstream partners to adopt sellers.json <p>SupplyChain object</p> <ul style="list-style-type: none"> Demonstrate how you plan to review the SupplyChain object and filter out for any unauthorised traffic by reviewing respective sellers.json and ads.txt files 	<p>(app-)ads.txt</p> <ul style="list-style-type: none"> Support (app-)ads.txt in your T&Cs with downstream partners Provide links to the (app-) ads.txt files of the top 10 apps and/or sites you work with Where relevant (to the product or service being provided) publicly declare support, eg: in online articles (example) Demonstrate how you filter for ads.txt traffic in your platform Demonstrate how you plan to filter for app-ads.txt in your platform (Guidance) <p>Sellers.json</p> <ul style="list-style-type: none"> Encourage to downstream partners to adopt sellers.json <p>Supplychain object</p> <ul style="list-style-type: none"> Filter or encourage filtering of inventory through the use of the SupplyChain object 	<p>(app-)ads.txt</p> <ul style="list-style-type: none"> Include requirements for (app-) ads.txt traffic on your IOS/eIOs with downstream partners <p>Sellers.json</p> <ul style="list-style-type: none"> Encourage to downstream partners to adopt sellers.json <p>Supplychain object</p> <ul style="list-style-type: none"> Encourage filtering of inventory through the use of the SupplyChain object 	
TAG (Brand Safety)	<ul style="list-style-type: none"> Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate 	<ul style="list-style-type: none"> Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate 	<ul style="list-style-type: none"> Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate 	<ul style="list-style-type: none"> Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate 	<ul style="list-style-type: none"> Encourage for partners to be TAG Brand Safety audited within your T&Cs Internal training to explain the advantages of TAG Brand Safety Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate 	
CBA (User Experience)	<ul style="list-style-type: none"> Ensure your units do not breach any of the ‘bad ad’ features as defined by the Coalition for Better Ads Support the Better Ad Standards in your creative guidelines Promote best practice to clients by promoting latest CBA standards 	<ul style="list-style-type: none"> Ensure your units do not breach any of the ‘bad ad’ features as defined by the Coalition for Better Ads Support the Better Ad Standards in your creative guidelines Promote best practice to clients by promoting latest CBA standards Demonstrate how you filter for CBA/non-compliant units in your platform 	<ul style="list-style-type: none"> Ensure your units do not breach any of the ‘bad ad’ features as defined by the Coalition for Better Ads Support the Better Ad Standards in your creative guidelines Promote best practice to clients by promoting latest CBA standards Demonstrate how you filter for non-compliant units in your platform Have a minimum of 99% of domains that you work with to conform the CBA’s better ad standards 	<ul style="list-style-type: none"> Ensure your units do not breach any of the ‘bad ad’ features as defined by the Coalition for Better Ads Support the Better Ad Standards in your creative guidelines Promote best practice to clients by promoting latest CBA standards 	<ul style="list-style-type: none"> Ensure your units do not breach any of the ‘bad ad’ features as defined by the Coalition for Better Ads Support the Better Ad Standards in your creative guidelines Promote best practice to clients by promoting latest CBA standards Internal training to explain the Better Ads Standards 	
TCF (Data & Privacy)	<ul style="list-style-type: none"> Use a CMP that is on the list of registered TCF CMPs list where relevant Ensure the CMP you are using complies with the TCF 2.0 Technical Specifications and Policy Work with vendors on the TCF Global Vendor List 	<ul style="list-style-type: none"> Register for the TCF Global Vendor List Work with vendors on the TCF Global Vendor List Encourage downstream partners to adopt TCF Through contractual T&Cs include that you are listed on the CMP of any pages or websites where you are processing personal data and/or using cookies or other similar technologies Measure proportion of traffic with a TCF string 	<ul style="list-style-type: none"> Register for the TCF Global Vendor List Work with vendors on the TCF Global Vendor List Encourage downstream partners to adopt TCF Through contractual T&Cs include that you are listed on the CMP of any pages or websites where you are processing personal data and/or using cookies or other similar technologies Measure proportion of traffic with a TCF string 	<ul style="list-style-type: none"> Encourage downstream partners to adopt TCF Demonstrate how you comply with TCF2.0 	<ul style="list-style-type: none"> Encourage all downstream partners to adopt and participate with the TCF 	

Identifying your company category

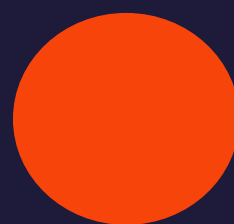


What category is my business?

Note: Some businesses may have multiple operations that fall under different categories (e.g media agency and trading desk). If your business falls under multiple categories, please register each part of the business separately.



The Requirements



Direct Sellers

Companies primarily involved in the selling of owned and operated inventory.

Requirements

CRITERIA	ACTION	STATUS	EVIDENCE
General	Complete Gold Standard online training modules		Demonstrate that the relevant teams have been sent and encouraged to complete the necessary training https://www.surveymonkey.co.uk/r/Gold-Standard-Training
Anti Fraud	Implement ads.txt at your root URL listing DIRECT and RESELLERS including their publisher IDs & payment IDs where relevant		Provide links to the ads.txt files for the websites that you own or manage
	Ensure (app-)ads.txt file is kept up to date		Demonstrate process in place that ensure the file is kept up to date
	Implement an app-ads.txt file at the root domain of your developer website		Provide links to the app-ads.txt files for the apps that you own or manage
	Ensure the "Developer Website" field in iOS and Android app store is up to date		Provide app store links to the apps that you own and manage
	Be listed on the sellers.json files of your upstream partners		Provide a list to your upstream partners (should match ads.txt) and links to their sellers.json file(s)
	Include the supplychainobjectfield in your bid requestis up to date		Evidence a sample bid request
Brand Safety	Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate		Provide certificate
User Experience	Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for Better Ads		Provide copy of creative guidelines
	Support the CBA Better Ad Standards in your creative guidelines		Provide copy of creative guidelines
	Promote best practice to clients by promoting latest CBA standards		Provide example(s) of communication of creative best practice information to clients
Data & Privacy	Use CMP listed on IAB EU approved TCF2.0 CMP list where relevant		Provide name of CMP vendor for every domain, in the absence of a CMP provide your privacy policy and documentation to show where consumer preferences are managed
	Ensure CMP is implemented to the TCF2.0 Technical Specifications & Policy		Send result from IAB EU CMP validator test
	Work with vendors on the TCF Global Vendor List		List all your upstream partners

Indirect Sellers

Companies primarily involved in the selling of inventory on sites they do not own or operate

Requirements

CRITERIA	ACTION	STATUS	EVIDENCE
General	Complete Gold Standard online training modules		Demonstrate that the relevant teams have been sent and encouraged to complete the necessary training https://www.surveymonkey.co.uk/r/Gold-Standard-Training
Anti Fraud	Encourage your downstream partners to adopt ads.txt		Example of communications sent to downstream partners e.g. email
	Ensure that you are listed within the (app-)ads.txt of your downstream partners through a contractual requirement or T&Cs		Provide copy of contract/T&Cs
	Provide links to (app-)ad.txt files of top sites and or apps you work with		Provide links to the top 10 sites and/or apps you work with (based on delivery in the last 30 days)
	Implement a sellers.json file listing your authorised publishers and resellers and their SELLER ID and legal entities where relevant		Provide a link to the sellers.json files
	Include the supplychainobjectfield in your bid request		Evidence a sample bid request
	Have a minimum of 90% of UK web traffic delivered through sites with an ads.txt file		Measure and report the proportion of delivery in the last 30 days that has gone through sites with an ads.txt file present
	Measure a network-wide percentage of app-ads.txt traffic/apps		Measure and report the proportion of in-app delivery in the last 30 days that has gone through apps with an app-ads.txt file present
Brand Safety	Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate		Provide certificate
User Experience	Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for Better Ads		Provide copy of creative guidelines
	Support the CBA Better Ad Standards in your creative guidelines		Provide copy of creative guidelines
	Promote best practice to clients by promoting latest CBA standards		Provide example(s) of communication of creative best practice information to clients
	Demonstrate how you filter for CBA/non-compliant units in your platform		Demonstrate the creative quality assurance processes in place
Data & Privacy	Register for IAB EU Global Vendor List		Be listed on IAB EU Global Vendor List
	Demonstrate how you implement and work with TCF2.0		Provide a complete list of all upstream partners used (e.g. SSPs, DSPs)
	Ensure you are listed within the CMP of any partners where you are collecting data		Provide a list of top 10 publishers

Support

Companies that primarily facilitate the buying and selling of inventory but do not own inventory or represent specific sites

Requirements

CRITERIA	ACTION	STATUS	EVIDENCE
General	Complete Gold Standard online training modules		Demonstrate that the relevant teams have been sent and encouraged to complete the necessary training https://www.surveymonkey.co.uk/r/Gold-Standard-Training
Anti Fraud	Support (app-)ads.txt in your T&Cs with downstream partners		Provide copy of T&Cs
	Publicly declare support for (app-)ads.txt		Provide link(s) to online articles or blog posts
	Filter for ads.txt authorised inventory in your platform		Demonstrate that ads.txt filtering has been built into your platform e.g. screenshots of filtered traffic
	Review the supplychainobject and demonstrate how you will filter out for any unauthorised traffic		List process and timelines for when you will filter using the supplychainobject
	Demonstrate how app-ads.txt traffic selection is/being built into your platform		Link/Presentation/Text/Screengrab
Brand Safety	Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate		Provide certificate
User Experience	Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for Better Ads		Provide copy of creative guidelines
	Support the CBA Better Ad Standards in your creative guidelines		Provide copy of creative guidelines
	Promote best practice to clients by promoting latest CBA standards		Provide example(s) of communication of creative best practice information to clients
	Demonstrate how you filter for CBA/non-compliant units in your platform		Demonstrate the creative quality assurance processes in place
	Ensure that a minimum of 99% of the domains that you work with comply with [or 'conform to'] The CBA's Better Ads Standards		Measure and report the proportion of domains that do not comply with the CBA standards
Data & Privacy	Register for IAB EU Global Vendor List		Be listed on IAB EU Global Vendor List
	Demonstrate how you implement and work with TCF2.0		c

Buyer Support

Companies who buy inventory on behalf of a brand or agency

Requirements

CRITERIA	ACTION	STATUS	EVIDENCE
General	Complete Gold Standard online training modules		Demonstrate that the relevant teams have been sent and encouraged to complete the necessary training https://www.surveymonkey.co.uk/r/Gold-Standard-Training
Anti Fraud	Support ads.txt in your T&Cs with downstream partners		Provide copy of T&Cs
	Provide links to (app-)ads.txt files of top sites you work with		Provide links to the top 10 sites and/or apps you work with (based on delivery in the last 30 days)
	Public support for (app-)ads.txt		Provide link(s) to online articles or blog posts
	Encourage downstream partners to enable filtering using the supplychainobject OR filter using the supplychainobject where applicable		Provide examples of comms/public support for sellers.json and supplychainobject and/or demonstrate processes used to filter non-authorized traffic
	Demonstrate how ads.txt traffic selection is built into your platform		Screenshot of JIRA ticket if you own your platform OR provide a full list of the DSPs you work with and information on how you ensure you are buying authorized inventory through them
	Demonstrate how app-ads.txt traffic selection is/being built into your platform and/or buying processes		Link/Presentation/Text/Screengrab
Brand Safety	Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate		Provide certificate
User Experience	Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for Better Ads		Provide copy of creative guidelines
	Support the CBA Better Ad Standards in your creative guidelines		Provide copy of creative guidelines
	Promote best practice to clients by promoting latest CBA standards		Provide example(s) of communication of creative best practice information to clients
TCF Compliance	Demonstrate how you implement and work with TCF2.0		Provide a complete list of all downstream partners used (e.g DSPs)

Buyers

Companies who purchase media directly or as a representative for another company

Requirements

CRITERIA	ACTION	STATUS	EVIDENCE
General	Complete Gold Standard online training modules		Demonstrate that the relevant teams have been sent and encouraged to complete the necessary training https://www.surveymonkey.co.uk/r/Gold-Standard-Training
	Public support for the Gold Standard		Article, blog or other
	Encourage upstream partners to become Gold Standard Supporters		Demonstrate training or comms to upstream partners about the value of the Gold Standard and working with Gold Standard companies
Anti Fraud	Include requirements for (app-)ads.txt traffic on your IOs/eIOs with downstream partners		Provide copy of IO/eIO
	Deliver internal training to explain advantages of (app-)ads.txt		Training can be provided by IAB staff OR provide training presentation slides/screenshot of training event and attendees
	Encourage downstream partners to adopt sellers.json and supplychainobject		Provide copy of T&Cs or comms with downstream partners
Brand Safety	Encourage for partners to be TAG Brand Safety audited within your T&Cs		Provide copy of T&Cs with downstream partners
	Deliver internal training to explain advantages of TAG Brand Safety		Training can be provided by IAB staff OR provide training presentation slides/screenshot of training event and attendees
	Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificat		Provide certificate
User Experience	Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for Better Ads		Provide copy of creative guidelines
	Support the CBA Better Ad Standards in your creative guidelines		Provide copy of creative guidelines
	Promote best practice to clients by promoting latest CBA standards		Provide example(s) of communication of creative best practice information to clients
	Deliver internal training to explain the Better Ads Standards		Training can be provided by IAB staff OR provide training presentation slides/screenshot of training event and attendees
TCF Compliance	Encourage all downstream partners to be listed on the IAB EU Global Vendor List		Provide example(s) of communication to downstream partners (e.g. T&Cs/contracts)

Please submit your evidence to
goldstandard@iabuk.com

Thank You

