	DIRECT SELLERS (Owned inventory) Companies	SELL SIDE SUPPORT (Non-	BUY SIDE SUPPORT (Tech platforms and	FULL SERVICE SUPPORT Companies that offer a managed service	BUYER ACTIVATION Companies that offer a managed	BUYER PLANNER Companies who plan the media strategy	ALL OTHER (Data, Quality, Creative)
	primarily involved in the selling of owned and operated inventory	owned inventory) Companies primarily involved in selling of inventory on sites they do not own or operate	services) Companies that offer a self- serve platform to facilitate the buying of inventory	to facilitate the buying of inventory using their own proprietary technology	service to facilitate the buying of inventory using external self-serve buying platform(s)	on behalf of a brand or agency	Companies who do not meet one of the previous four categories
	Autotrader, Bauer Media, Guardian, Meta, LADbible, YouTube	SSPs, Magnite, Index Exchange, Teads	DSPs, Google Authorised Buyers, Amazon DSP	Nexxen, vdx.tv	Trading Desks, Managed Service, Quantcast, Mobsta, Matterkind,	Group M., Media Com, Omnicom Media Group	DMPs, ad verification, creative agencies, content management platforms
General	Complete Gold Standard e-learning training modules	Complete Gold Standard e-learning training modules	Complete Gold Standard e-learning training modules	Complete Gold Standard e-learning training modules	Complete Gold Standard eleming training modules where necessary to compliment Gold Standard training as below	Complete Gold Standard e-learning training modules where necessary to compliment Gold Standard training as below Public support for the Gold Standard Encourage upstream partners to become Gold Standard Supporters	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 <u>goldstandardialistus</u> com for more information about demonstrating compliance.
Security and Fraud	and partners listed have been verified Sellers.json, Buyers.json and DemandChain Object Encourage upstream partners to adopt sellersjson, buyers.ison and DemandChain Object Provide training on these standards to Ad Ops teams Open Measurement SDK (OM SDK) Ensure you have implemented the latest version of the OM SDK Demonstrate your use the FCA's financial sentone register for conboarding Checks for financial clients Demonstrate your use the FCA's financial sentone register for conboarding financial clients or products and outline current processes in place for working with financial clients or products can Ad Alerts Ensure a relevant team member is registered for ASA Scam Ad Alerts	Measure the proportion of UK app traffic going through apps with an app-ads.txt file Sellers.json Implement a sellers.json file listing your authorised publishers and resellers and their SELLER ID and legal entities where relevant SupplyChain Object Includer/Populate the SupplyChain Object field in your bid request Buyers,json and DemandChain Object Encourage upstream partners to adopt buwers.json and DemandChain Object (Email comms, training programs or Public support for buyers,json and DemandChain Object (Ilink to article or blog) Where relevant, include buyers,json on your product roadmapinclude the DemandChain Object in your bid request Open Measurement SDK (OM SDK) Ensure SDKs that are provided to downstream partners are updated to OM SDK Public support for CM SDK (link to article or blog) Onboarding Checks for financial clients Demonstrate your use the FCA's financial services register for onboarding financial clients or product and outline current	SupplyChain Otject Demonstrate how you plan to review the SupplyChain Object and filter out for any unauthorised traffic by reviewing respective Sellers json and adatat files Bugers json and DemandChain Object Include the International Properties of the International Properties of Public support for bugers json and DemandChain Object Public support for bugers json and DemandChain Object of Public support for bugers json and DemandChain Object (Email comms, training programs or other) Denourage downstream partners to adopt bugers json and DemandChain Object (Email comms, training programs or other) Open Measurement SDK (OM SDK) Encourage all measurement and verification partners to be included to the OM SDK Choose to work with measurement and verification companies that are integrated with the OM SDK Onboarding Checks for financial clients Demonstrate your use the FCA's financial services quasitate; for orboarding financial clients or products and outline current processes in place for working with financial clients or products Ensure a relevant team member is registered for ASA Scam Ad Alarts Ensure a relevant team member is registered for ASA Scam Ad Alarts Ensure a relevant team member is registered for ASA Scam Ad Alarts	Bujersjion and DemandChain Object Demonstrate how you comply with <u>bujers ison</u> 6 DemandChain Object. Public support for bujersjion and DemandChain Object (link to article or blog) Encourage downstream partners to adopt bujersjison and DemandChain Object (Email comms, training programs or other) Open Measurement SDK (OM SDK)	Open Measurement SDK (OM SDK) Encourge all measurement and verification partners to be included in the OM SDK. Choose to work with measurement and verification companies that are integrated with OM SDK. Onboarding Checks for financial clients. Demonstrate your use the FCA's financial serviced register for workering inflancial clients or products and outline current processes in place for working with financial clients or products. Scam Ad Alerts. Ensure a relevant team member is registered for ASA Scam Ad Alerts.	Public support for <u>busers ison</u> and <u>DemandChain Object</u> Open Measurement SDK (OM SDK) Encourage all measurement and verification partners to be included in the OM SDK Choose to work with measurement and verification	
TAG (Brand Safety)	Be a TAG Member in Good Standing and hidd a valid TAG Brand Safety certificate	Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate	Be a TAG Member in Good Standing and hidd a valid TAG Brand Safety certificate	Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate	Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate	Encourage for partners to be TAG Brand Safetu audited within your TBCs 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)	Ensure your units do not breach any of the bad ad' features as defined by the <u>Cosition for Batter Ads</u> Support the Better Ad Standards in your creative guidelines. Promote best practice to clients by promoting latest CBA Standards.	Ensure your units do not breach any of the bad ad' features as defined by the <u>Coalition for Batter Ads</u> Support the Better Ad Standards in your creative guidelines Promote best practice to clients by promoting latest CBA Standards. Explain how you filter for CBA/non-compliant units in your platform	Ensure your units do not breach any of the bad ad features as defined by the <u>Coalition for Better Ads</u> Support the Better Ad Standards in your creative guidelines Promote best practice to clients by promoting latest CBA Standards. Explain 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 better ad standards. Domains that have falled the CBA standards can be found on the Google's <u>ad experience report</u> .	Ensure your units do not breach any of the bad ad' features as defined by the <u>Coalition for Batter Ads</u> Support the Better Ad Standards in your creative guidelines Promote best practice to clients by promoting latest CBA Standards. Explain how you filter for CBA/non-compliant units in your platform	Ensure your units do not breach any of the bad ad' features as defined by the <u>Coalition for Better Ads</u> Support the Better Ad Standards in your creative guidelines Promote best practice to clients by promoting latest CBA Standards.	Ensure your units do not breach any of the bad ad features as defined by the Coolition 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)	Use a CMP that is on the list of registered TCF CMPs list where relevant Ensure the CMP you are using complies with the newest version of the TCF Technical Specifications and Policy (Guidance) Work with vendors on the TCF Global Vendor List.	Register for the TCF Global Vendor List Work with vendors on the TCF Global Vendor List and demonstrate this. Through contractual T8Cs 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	Register for the TCF Global Vendor List Work with vendors on the TCF Global Vendor List Encourage downstream partners to adopt TCF Through contractual T6Cs 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 consent string	Register for the TCF Global Vendor List Work with vendors on the TCF Global Vendor List Through contractual T8Cs 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	Work with vendors on the <u>TCE Global Vendor list</u>	Encourage all downstream partners to adopt and participate with the TCF	