IAB UK Gold Standard 2.1

Summary of Updates

- In addition to digital display and video, the Gold Standard will cover companies that specialise in emerging digital media offerings like Audio, CTV and In-game advertising.
- The Ad Fraud criteria has been renamed Security and Fraud to better suit the expanding requirements of this criteria.
- Requirements within Security and Fraud will be updated to include:

Ads.txt 1.1

- Ads.txt has been updated to require companies adhere to the latest version of ads.txt, 1.1, which increases levels of transparency and strengthens the ads.txt initiative.

Buyers.json and DemandChain Object

- Both initiatives are new additions for Gold Standard 2.1. They have been introduced to the Gold Standard as they bring more end-to-end transparency of the programmatic supply chain, helping publishers address the challenge of Scam Ads.

Open Measurement SDK (OM SDK)

- The OM SDK is a widely adopted industry standard. Requirements to adopt this initiative as part of the Gold Standard have been introduced as this initiative is successful in facilitating third party viewability and verification measurement for ads served in web video, app and CTV environments.

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Summary of Categories

The Gold Standard 2.0 Has Six Category Types For Companies

Buyer Planner: Companies who plan the media strategy on behalf of a brand

Buyer Activation: Companies that offer a managed service to facilitate the buying of inventory using external self serve buying platform(s)

Buy Side Support: (Tech platforms and services) Companies that offer a self-serve platform to facilitate the buying of inventory

Full-Service Support: Companies that offer a managed service to facilitate the buying of inventory using their own proprietary technology

Sell Side Support: (Non-owned inventory) Companies primarily involved in selling of inventory on sites they do not own or operate

Direct Seller: (Owned inventory) Companies primarily involved in the selling of owned and operated inventory
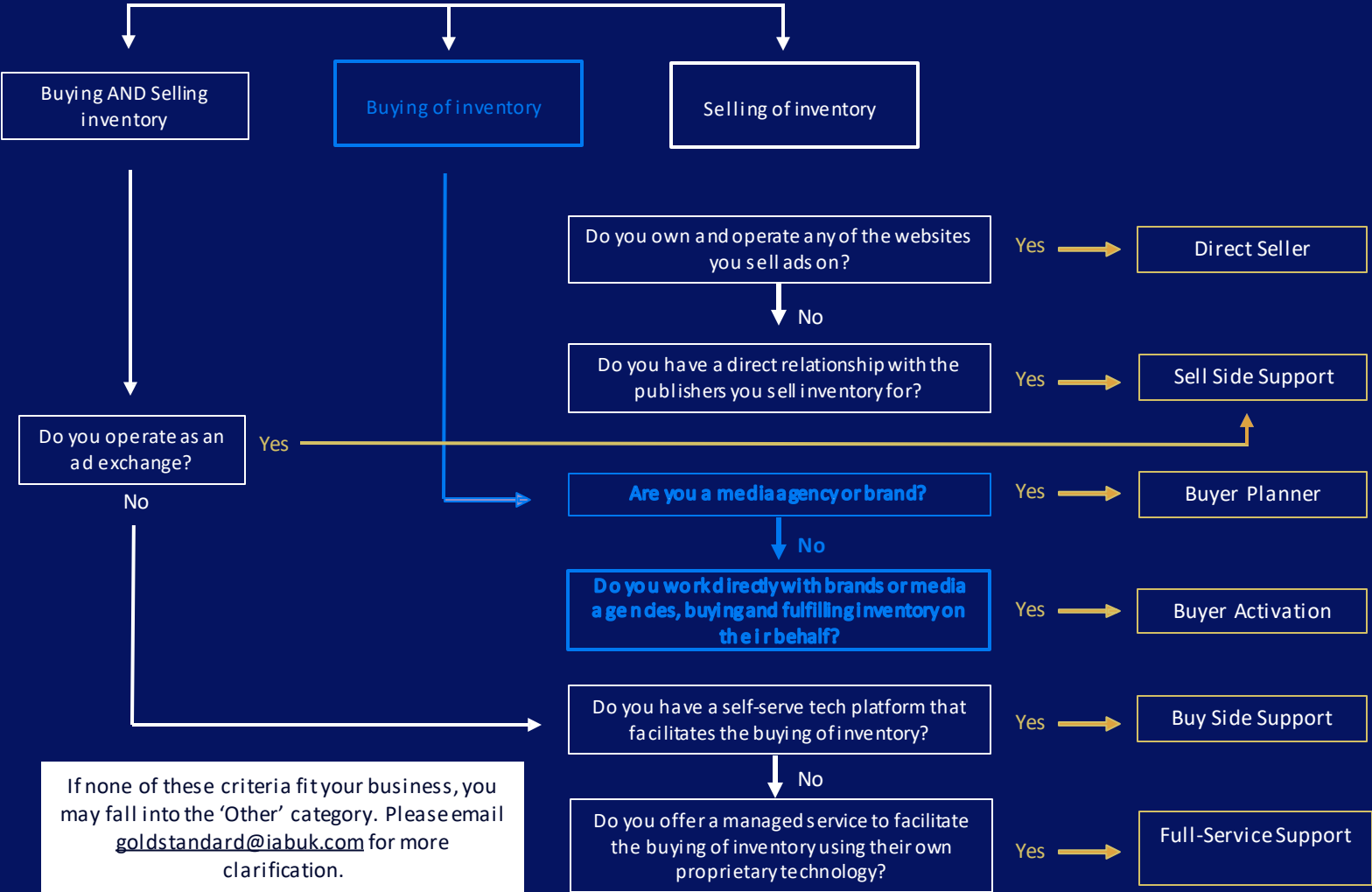
	DIRECT SELLERS (Owned inventory) Companies primarily involved in the selling of owned and operated inventory	SELL SIDE SUPPORT (Non-owned inventory) Companies primarily involved in selling of inventory on sites they do not own or operate	BUY SIDE SUPPORT (Tech platforms and services) Companies that offer a self-serve platform to facilitate the buying of inventory	FULL SERVICE SUPPORT Companies that offer a managed service to facilitate the buying of inventory using their own proprietary technology	BUYER ACTIVATION Companies that offer a managed service to facilitate the buying of inventory using external self serve buying platform(s)	BUYER PLANNER Companies who plan the media strategy on behalf of a brand or agency	ALL OTHER (Data, Quality, Creative) Companies who do not meet one of the previous four categories (F)
	Autotrader, Bauer Media, Guardian, Facebook, LADbible, YouTube	SSPs, Facebook AudienceNetwork, Index Exchange, Teads	DSPs, Google AdX, Amazon DSP	Blis, Crimtan, TAN, Unruly, vdx.tv	Trading Desks, Managed Service, Quantcast, Mobsta, Matterkind,	GroupM, MediaCom, MC&C Media, The Media People	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 e-learning training modules where necessary to compliment GS training as below	• Complete Gold Standard e-learning training modules where necessary to compliment GS 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 goldstandard@iabuk.com for more information about demonstrating compliance.
Security and Fraud	**(app-)ads.txt:** **Desktop & Mobile Web:** • Implement ads.txt at your root URL (example) and update to the latest version – ads.txt 1.1 **App** • 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 **Sellers.json, Buyers.json and DemandChain Object** • Encourage upstream partners to adopt Sellers.json, Buyers.json and DemandChain Object **Open Measurement SDK (OM SDK)** Ensure you have implemented the latest version of the OM SDK	**(app-)ads.txt** • Encourage your downstream partners to adopt (app-)ads.txt • Ensure 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 **Sellers.json** • Implement a Sellers.json file listing your authorised publishers and resellers and their SELLERID and legal entities where relevant **SupplyChain Object** • Include/Populate the SupplyChain Object field in your bid request **Buyers.json and DemandChain Object** • Add Buyers.json and DemandChain Object to your product roadmap - Committed date of launch (Email and written commitment) • Public support for Buyers.json and DemandChain Object (link to article or blog) • Encourage downstream partners to adopt Buyers.json and DemandChain Object (Email comms, training programs or other) • Encourage upstream partners to adopt Buyers.json and DemandChain Object (Email comms, training programs or other) **Open Measurement SDK (OM SDK)** • Ensure SDKs that are provided to downstream partners are updated to OM SDK	**(app-)ads.txt** • Support (app-)ads.txt in your T&Cs with downstream partners • Publicly declare support for (app-)ads.txt, e.g: in article or blog • Filter for (app-) ads.txt authorised inventory in your platform **Sellers.json** • Encourage downstream partners to adopt Sellers.json **SupplyChain Object** • 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 **Buyers.json and DemandChain Object** • Add Buyers.json and DemandChain Object to your product roadmap - Committed date of launch (Email and written commitment) • Public support for Buyers.json and DemandChain Object (link to article or blog) • Encourage downstream partners to adopt Buyers.json and DemandChain Object (Email comms, training programs or other) **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 companies that are integrated with the OM SDK	**app-)ads.txt** • Encourage your downstream partners to adopt (app-)ads.txt • Ensure 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 • Filter for (app-) ads.txt authorised inventory in your platform **Sellers.json** • Implement a Sellers.json file listing your authorised publishers and resellers and their SELLERID and legal entities where relevant • Ensure the Sellers.json files are kept up to date **SupplyChain Object** • Include/Populate the SupplyChain Object field in your bid Request **Buyers.json and DemandChain Object** • Add Buyers.json and DemandChain Object to your product roadmap - Committed date of launch (Email and written commitment) • Public support for Buyers.json and DemandChain Object (link to article or blog) • Encourage downstream partners to adopt Buyers.json and DemandChain Object (Email comms, training programs or other) **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 companies that are integrated with OM SDK	**(app-)ads.txt** • 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) **Sellers.json** • Encourage to downstream partners to adopt Sellers.json **Supplychain Object** • Filter or encourage filtering of inventory through the use of the SupplyChain Object **Buyers.json and DemandChain Object** • Encourage downstream partners to adopt Buyers.json and DemandChain Object **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 companies that are integrated with OM SDK	**(app-)ads.txt** • Include requirements for (app-)ads.txt traffic on your IOs/eIOs with downstream partners • Internal training to explain the advantages of (app-)ads.txt (Guidance) **Sellers.json** • Encourage downstream partners to adopt Sellers.json **Supplychain Object** • Encourage filtering of inventory through the use of the SupplyChain Object **Buyers.json and DemandChain Object** • Public support for Buyers.json and DemandChain Object **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 companies that are integrated with the OM SDK	
TAG (Brand Safety)	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	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	Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate	• 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)	• 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.	• 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. • 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 Coalition for Better Ads • 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's better ad standards. Domains that have failed the CBA standards can be found on the Google's ad experience report	• 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. • 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 Coalition for Better Ads • 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 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)	• 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 (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 • 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 consent string	• 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 consent string	• Register for the TCF Global Vendor List • Work with vendors on the TCF Global Vendor List • 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 consent string	• Work with vendors on the TCF Global Vendor List	• Encourage all downstream partners to adopt and participate with the TCF	

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.

What is the main focus of your business?

Buying AND Selling inventory

Buying of inventory

Selling of inventory

Do you own and operate any of the websites you sell ads on? — Yes → Direct Seller

No

Do you have a direct relationship with the publishers you sell inventory for? — Yes → Sell Side Support

Do you operate as an ad exchange? — Yes →

No

Are you a media agency or brand? — Yes → Buyer Planner

No

Do you work directly with brands or media agencies, buying and fulfilling inventory on their behalf? — Yes → Buyer Activation

Do you have a self-serve tech platform that facilitates the buying of inventory? — Yes → Buy Side Support

No

Do you offer a managed service to facilitate the buying of inventory using their own proprietary technology? — Yes → Full-Service Support

If none of these criteria fit your business, you may fall into the 'Other' category. Please email goldstandard@iabuk.com for more clarification.

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The Requirements

Direct Seller

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

CRITERIA	ACTION	STATUS	EVIDENCE
General	Complete Gold Standard online training modules		Provide evidence that the relevant teams have been sent and encouraged to complete the necessary training https://www.surveymonkey.co.uk/r/Gold-Standard-Training
Security & Fraud	Implement/update to ads.txt 1.1 at your root URL listing DIRECT and RESELLERS including their publisher IDs & payment IDs where relevant		Provide links to the ads.txt 1.1 files for the websites that you own or manage
	Ensure (app-)ads.txt file is kept up to date		Explain the 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
	Encourage upstream partners to adopt Sellers.json, Buyers.json and DemandChain object		Provide examples of comms/public support to your upstream partners for Sellers.json, Buyers.json and DemandChain Object
	Ensure you have implemented the latest version of the OM SDK		Demonstrate you have implemented the latest version of the OM SDK by either: • List your SDK partner(s) if your SDK(s) are provided by a third party • Demonstrate implementation of the OM SDK Domain Loader: https://iabtechlab.com/standards/open-measurement-sdk
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		Provide name of CMP vendor for every domain
	Ensure CMP is implemened to the TCF2.0 Technical Specifiactions & Policy		Send result from IAB EU CMP validator test
	Work with vendors on the TCF Global Vendor List		List all your upstream partners

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Sell Side Support

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

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"
	Encourage your downstream partners to adopt ads.txt 1.1		Provide an example of communications sent to downstream partners e.g. email
Security & Fraud	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-)ads.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 supplychainobject field 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
	Add Buyers.json and DemandChain Object to your product roadmap.		Email, PPT and/or written commitment
	Public support for Buyers.json and DemandChain Object		Link to article/blog and/or email to upstream partners
	Encourage upstream partners to adopt Buyers.json and DemandChain Object		Provide email comms, training programmes or other
	OM SDK should be offered to downstream partners where applicable (i.e. in instances where the SSP provides an SDK to downstream partners that SDK should be the OM SDK)		Demonstrate the OM SDK files are hosted on your CDN
Brand Safety	Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate		Provide certificate
	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
User Experience	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) Measure and report the proportion of traffic you received in the last 30 days that comes with a consent string. "
	Ensure you are listed within the CMP of any partners where you are collecting data		Provide a list of top 10 publishers

Full-Service Support

Companies that offer a managed service to facilitate the buying of inventory using their own proprietary technology.

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"
	Encourage your downstream partners to adopt ads.txt 1.1		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)
Security & Fraud	If you source or sell inventory to or from 3rd party supplies: Demonstrate how you comply with sellers.json & SupplyChain Object listing your authorised publishers and resellers and their SELLER ID and legal entities where relevant		Provide a link to your sellers.json files and a sample bid request
	Demonstrate how (app-)ads.txt traffic selection is built into your platform		Demonstrate that (app-)ads.txt filtering has been built into your platform e.g. screenshots of filtered traffic
	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
	Add Buyers.json and DemandChain Object to your product roadmap - Committed date of launch		Email, PPT and/or written commitment
	Public support for Buyers.json and DemandChain Object		Link to article/blog and/or email to upstream partners
	Encourage downstream partners to adopt Buyers.json and DemandChain Object		Provide email comms, training programmes or other
	Encourage all measurement and verification partners to be included in the OM SDK Choose to work with measurement and verification companies that are integrated with the OM SDK		List your measurement and verification provider(s)
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) Measure and report the proportion of traffic you received in the last 30 days that comes with a consent string. "
	Ensure you are listed within the CMP of any partners where you are collecting data		Provide a list of top 10 publishers

Buy Side Support

Companies that offer a self-serve platform to facilitate the buying of inventory.

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"
Security & Fraud	Support (app-)ads.txt 1.1 in your T&Cs with downstream partners		Provide copy of T&Cs
	Publicly declare support for (app-)ads.txt 1.1		Provide link(s) to online articles or blog posts
	Filter for ads.txt (1.1) authorised inventory in your platform		Explain how 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 1.1 traffic selection is/being built into your platform		Link/Presentation/Text/Screengrab
	Add Buyers.json and DemandChain Object to your product roadmap.		Email, PPT and/or written commitment
	Public support for Buyers.json and DemandChain Object		Link to article/blog and/or email to upstream partners
	Encourage downstream partners to adopt Buyers.json and DemandChain Object		Provide email comms, training programmes or other
Brand Safety	Encourage all measurement and verification partners to be included in the OM SDK. Choose to work with measurement and verification companies that are integrated with the OM SDK		List your measurement and verification provider(s)
	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		Explain 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		"Provide a complete list of all downstream partners used (e.g.SSPs, Exchanges) Measure and report the proportion of traffic you received in the last 30 days that comes with a consent string"

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Buyer Activation

Companies that offer a managed service to facilitate the buying of inventory using external self serve buying platform(s).

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"
	Support ads.txt 1.1 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 1.1		Provide link(s) to online articles or blog posts
Security & Fraud	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-authorised traffic
	Demonstrate how ads.txt 1.1 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 authorised inventory through them
	Demonstrate how app-ads.txt 1.1 traffic selection is/being built into your platform and/or buying processes		Link/Presentation/Text/Screengrab
	Encourage adoption of Buyers.Json and DemandChain Object from downstream partners		Provide email comms, training programmes or other
	Encourage all measurement and verification partners to be included in the OM SDK Choose to work with measurement and verification companies that are integrated with the OM SDK		List your measurement and verification provider(s)
Brand Safety	Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate		Provide certificate
	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
User Experience	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) Measure and report the proportion of traffic you received in the last 30 days that comes with a consent string"

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Buyer Planner

Companies who plan the media strategy on behalf of a brand or agency.

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 comms or education sessions to upstream partners about the Gold Standard"
Security & 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
	Public support for Buyers.Json and DemandChain Object		Article, blog or other
	Encourage all measurement and verification partners to be included in the OM SDK Choose to work with measurement and verification companies that are integrated with the OM SDK		List your measurement and verification provider(s)
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 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
	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)

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Thank You

Please submit evidence to goldstandard@iabuk.com