

IAB UK Gold Standard 1.0 Compliance Grid

	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)	Buyers Companies who purchase media directly or as a representative for another company (D)	All other (Data, Quality, Creative) Companies who do not meet one of the previous four categories (E)
e.g.	Autotrader, Bauer Media, Guardian, Facebook, Spotify, YouTube	AdMaxim, Facebook Audience Network, Inskin Media	AppNexus, Criteo, IAS, IndexExchange, MOAT, Navigate Digital, Sizmek, Teads	Adidas, GroupM, MediaCom, MC&C Media, The Media People, Unilever	Adam & Eve DDB, GroundTruth, WEVE
ADS.txt anti-fraud (1)	<ul style="list-style-type: none"> Implement ADS.txt at your root URL (example) List authorised DIRECT and RESELLERS Include Publisher IDs Include Payment IDs (where possible) <p>EVIDENCE: links</p>	<ul style="list-style-type: none"> Ensure your downstream partners list you within their own ADS.txt file through a contractual requirement or T&Cs Provide links to the ADS.txt of the top sites you work with Measure a network-wide percentage of ADS.txt traffic EVIDENCE: links, screengrabs 	<ul style="list-style-type: none"> Include in your T&Cs support for ADS.txt Where relevant (to the product or service being provided) publicly declare support, eg: in online articles (example) Demonstrate how you plan to build ADS.txt traffic selection into your platform EVIDENCE: links, screengrabs 	<ul style="list-style-type: none"> Include requirements for ADS.txt traffic on your IOs/eIOs Deliver internal training to explain the advantages of ADS.txt traffic AND/OR invite the IAB to provide an educational session for staff EVIDENCE: links, screengrabs, details of training plans 	<p><i>For companies who do not fit into the current Gold Standard categorisation of Direct – Indirect – Support – Buyers, compliance in this area will initially be determined on a case by case basis. Please contact goldstandard@iabuk.net for more information about demonstrating compliance</i></p>
DTSG brand safety (2)	<ul style="list-style-type: none"> Register with JICWEBS as a “Direct” supplier Complete the DTSG audit within 6 months EVIDENCE: link to certificate 	<ul style="list-style-type: none"> Register with JICWEBS as an “Indirect” supplier Complete the DTSG audit within 6 months EVIDENCE: link to certificate 	<ul style="list-style-type: none"> Register with JICWEBS under the appropriate category Complete the DTSG audit within 6 months EVIDENCE: link to certificate 	<ul style="list-style-type: none"> Include requirements for DTSG certified traffic on your IOs/eIOs Deliver internal training to explain the advantages of DTSG AND/OR invite the IAB to provide an educational session for staff Register with JICWEBS under the appropriate category Complete the DTSG audit within 6 months EVIDENCE: links, screengrabs, details of training plans 	<p><i>For companies who do not fit into the current Gold Standard categorisation of Direct – Indirect – Support – Buyers, compliance in this area will initially be determined on a case by case basis. Please contact goldstandard@iabuk.net for more information about demonstrating compliance</i></p>
LEAN/Better Ads Standards user experience (3)	<ul style="list-style-type: none"> Reflect the Better Ads Standards in your creative guidelines EVIDENCE: link to guidelines <p><i>*Compliance requirements in this area will evolve once the LEAN Scoring tool / CBA Better Ads Experience is launched</i></p>	<ul style="list-style-type: none"> Reflect the Better Ads Standards in your creative guidelines EVIDENCE: link to guidelines <p><i>*Compliance requirements in this area will evolve once the LEAN Scoring tool / CBA Better Ads Experience is launched</i></p>	<ul style="list-style-type: none"> Reflect the Better Ads Standards in your creative guidelines Measure the proportion of domains that you work with that do not conform to the CBA’s better ad standards Promote best practice to clients by promoting latest CBA and LEAN info (e.g through client interface, wiki or educational materials) EVIDENCE: links and screengrabs <p><i>*Compliance requirements in this area will evolve once the LEAN Scoring tool / CBA Better Ads Experience is launched</i></p>	<ul style="list-style-type: none"> Include references to the Better Ads Standards in your media and creative strategy Deliver internal training to explain LEAN/the Better Ads Standards AND/OR invite the IAB to provide an educational session for staff EVIDENCE: links and screengrabs, details of training plans 	<p><i>For companies who do not fit into the current Gold Standard categorisation of Direct – Indirect – Support – Buyers, compliance in this area will initially be determined on a case by case basis. Please contact goldstandard@iabuk.net for more information about demonstrating compliance</i></p>