

	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	BUYSIDE 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 Teats	DSPs, Google AdX, Amazon DSP	Blis, Crintan, TAN, Unruly, vdx.tv	Trading Desks, Managed Service, Quantcast, Mobsta, Matterkind,	GroupM, MediaGm, M&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 complement GS training as below	<ul style="list-style-type: none"> Complete Gold Standard e-learning training modules where necessary to complement 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</p> <p>Support Buyers, compliance in this area will initially be determined on a case by case basis. Please contact goldstandard@abuk.com for more information about demonstrating compliance.</p>
Security and Fraud	<p>(app-)ads.txt Desktop & Mobile Web:</p> <ul style="list-style-type: none"> Implement ads.txt at your root URL (example) and update to the latest version – ads.txt 1.1 <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, Buyers.json and DemandChain Object</p> <ul style="list-style-type: none"> Encourage upstream partners to adopt Sellers.json, Buyers.json and DemandChain Object <p>Open Measurement SDK (OM SDK)</p> <p>Ensure you have implemented the latest version of the OM SDK</p>	<p>(app-)ads.txt</p> <ul style="list-style-type: none"> 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 <p>Sellers.json</p> <ul style="list-style-type: none"> 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 <p>SupplyChain Object</p> <ul style="list-style-type: none"> Include/Populate the SupplyChain Object field in your bid request <p>Buyers.json and DemandChain Object</p> <ul style="list-style-type: none"> 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 upstream partners to adopt Buyers.json and DemandChain Object (Email comms, training programs or other) <p>Open Measurement SDK (OM SDK)</p> <ul style="list-style-type: none"> Ensure SDKs that are provided to downstream partners are updated to OM SDK 	<p>(app-)ads.txt</p> <ul style="list-style-type: none"> Support (app-)ads.txt in your T&G 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 <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>Buyers.json and DemandChain Object</p> <ul style="list-style-type: none"> 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) <p>Open Measurement SDK (OM SDK)</p> <ul style="list-style-type: none"> 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 	<p>(app-)ads.txt</p> <ul style="list-style-type: none"> 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 <p>Sellers.json</p> <ul style="list-style-type: none"> 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 <p>SupplyChain Object</p> <ul style="list-style-type: none"> Include/Populate the SupplyChain Object field in your bid Request <p>Buyers.json and DemandChain Object</p> <ul style="list-style-type: none"> 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) <p>Open Measurement SDK (OM SDK)</p> <ul style="list-style-type: none"> 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 	<p>(app-)ads.txt</p> <ul style="list-style-type: none"> Support (app-)ads.txt in your T&G 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>Buyers.json and DemandChain Object</p> <ul style="list-style-type: none"> Encourage downstream partners to adopt Buyers.json and DemandChain object <p>Open Measurement SDK (OM SDK)</p> <ul style="list-style-type: none"> 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 	<p>(app-)ads.txt</p> <ul style="list-style-type: none"> Include requirements for (app-)ads.txt traffic on your IOS/eOS with downstream partners Internal training to explain the advantages of (app-)ads.txt (Guidance) <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"> Encourage filtering of inventory through the use of the SupplyChain Object <p>Buyers.json and DemandChain Object</p> <ul style="list-style-type: none"> Public support for Buyers.json and DemandChain Object <p>Open Measurement SDK (OM SDK)</p> <ul style="list-style-type: none"> Encourage all measurement and verification partners to be included in the OMSDK 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	<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 Explain 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 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 	<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 Explain 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 	<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 (Guidance) 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 consent 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 consent string 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Work with vendors on the TCF Global Vendor List 	<ul style="list-style-type: none"> Encourage all downstream partners to adopt and participate with the TCF 	