

This document is not final

The details and content of this document is not final and is subject to change.

This document has been published for industry consultation and is available for public comment until 22nd of September 2023. IAB UK will be hosting a virtual townhall on the 11th of September at 16:00 – 17:00, to explain these updates and allow you to ask any questions.

Please email goldstandard@iabuk.com with any comments, questions, and feedback.

Summary of changes and updates

Evidence Updates

Requirements within **Security and Fraud** will be updated to:

Buyers.json and DemandChain Object

This latest update to the Gold Standard requires companies to implement buyers.json and DemandChain Object, where the earlier version required companies to plan for implementation.

Financial Fraud

The latest version of the Gold Standard requires companies to outline their current process when working with an Advertiser who provides a financial service or clients advertising a financial product.

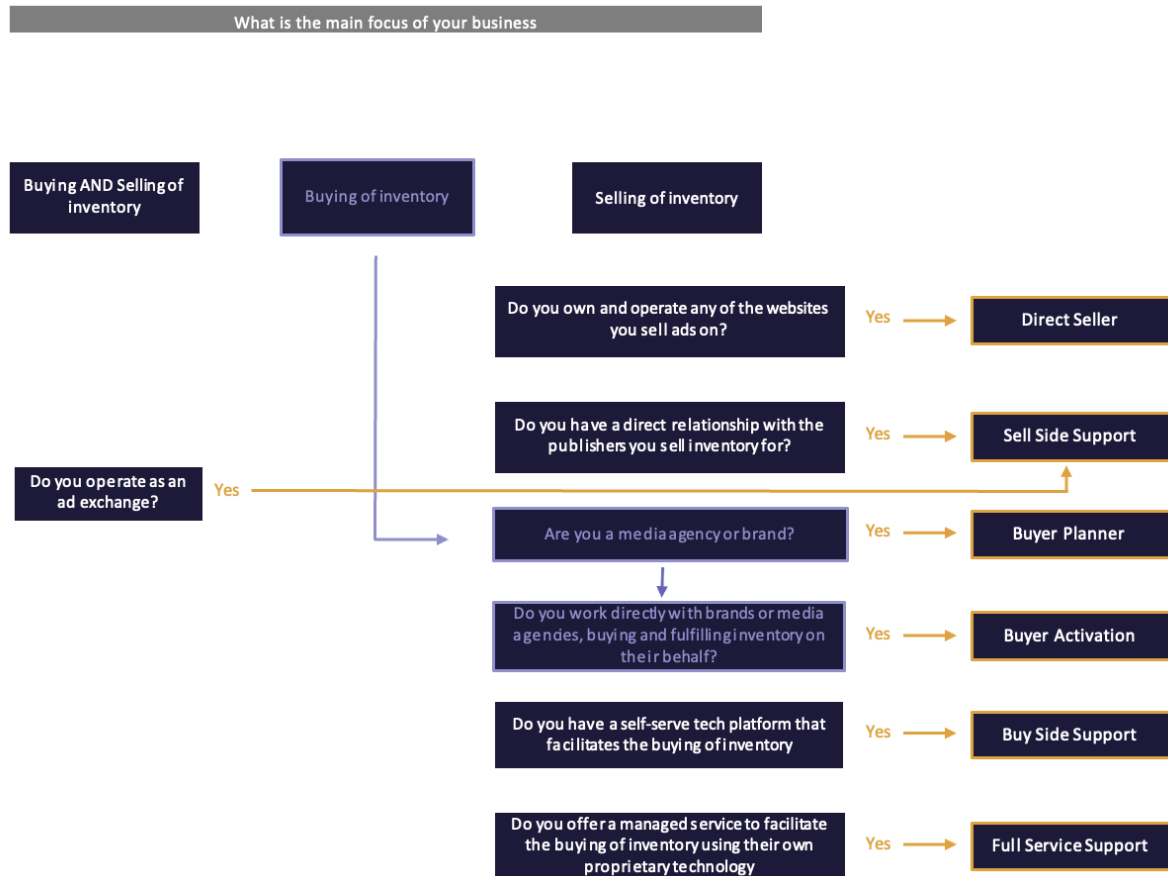
Requirements within **Data & Privacy** will be updated to:

Requirement for companies to update to the latest version of the TCF (v. 2.2)

Process Updates

- Versioning of Gold Standard will be deprecated. There will be a single version which members will be required to transition to when renewing.
- Members will be expected to move to newest version by their renewal date, if this date has passed members have 6 months from October 2023, to comply with the newest version.

What category is my business?



DIRECT SELLERS

CRITERIA	ACTION	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://iabuk.teachable.com/courses/enrolled/2019022
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
	Ad Ops Training	Ensure relevant team members are trained on how buyers.json and DemandChain Object should be used to support debugging and tracing ad quality violations
	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
	Onboarding checks for financial clients	Demonstrate how you use the FCA's financial services register (https://register.fca.org.uk/s/) for onboarding and outline current compliance processes in place for working with financial clients/clients advertising financial products
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 TCF 2.2 CMP list	Provide name of CMP vendor for every domain
	Ensure CMP is implemented to the TCF 2.2 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

SELL SIDE SUPPORT

CRITERIA	ACTION	EVIDENCE
General	Complete Gold Standard online training modules	Demonstrate that the relevant teams have been sent and encouraged to complete the necessary training https://iabuk.teachable.com/courses/enrolled/2019022
Security & Fraud	Encourage your downstream partners to adopt ads.txt 1.1	Provide an 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-)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 SupplyChain Object 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
	Where relevant implement a buyers.json file	Provide a link to the buyers.json files
	Include the DemandChain Object in your bid request	Evidence a sample bid request
	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. If an SDK is not offered, public support for OMSDK	Demonstrate the OM SDK files are hosted on your CDN OR provide link to article/blog and/or email to downstream partners
	Onboarding checks for financial clients	Demonstrate how you use the FCA's financial services register (https://register.fca.org.uk/s/) for onboarding and outline current compliance processes in place for working with financial clients/clients advertising financial products
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 TCF 2.2	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

CRITERIA	ACTION	EVIDENCE
General	Complete Gold Standard online training modules	Demonstrate that the relevant teams have been sent and encouraged to complete the necessary training https://iabuk.teachable.com/courses/enrolled/2019022
Security & Fraud	Support ads.txt 1.1 in your T&Cs with downstream partners	Provide copy of T&Cs
	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 SupplyChain Object and demonstrate how you will filter out for any unauthorised traffic	List process and timelines for when you will filter using the SupplyChain Object
	Demonstrate how app-ads.txt traffic selection is/being built into your platform	Link/Presentation/Text/Screengrab
	Implement a buyers.json file	Provide a link to the buyers.json files
	Initiate and include the DemandChain Object field in your bid request	Evidence a sample bid request buyers.json
	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)
	Onboarding checks for financial clients	Demonstrate how you use the FCA's financial services register (https://register.fca.org.uk/s/) for onboarding and outline current compliance processes in place for working with financial clients/clients advertising financial products
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	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 TCF 2.2	<p>Provide a complete list of all downstream partners used (e.g.SSPs, Exchanges)</p> <p>Measure and report the proportion of traffic you received in the last 30 days that comes with a consent string</p>

FULL-SERVICE SUPPORT

CRITERIA	ACTION	EVIDENCE
General	Complete Gold Standard online training modules	Demonstrate that the relevant teams have been sent and encouraged to complete the necessary training https://iabuk.teachable.com/courses/enrolled/2019022
Security & Fraud	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)
	Where relevant: 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

	Demonstrate how you comply with buyers.json & DemandChain Object	Provide a link to your buyers.json files and a sample bid request
	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)
	Onboarding checks for financial clients	Demonstrate how you use the FCA's financial services register (https://register.fca.org.uk/s/) for onboarding and outline current compliance processes in place for working with financial clients/clients advertising financial products
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 TCF 2.2	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

BUYER ACTIVATION

CRITERIA	ACTION	EVIDENCE
General	Complete Gold Standard online training modules	Demonstrate that the relevant teams have been sent and encouraged to complete the necessary training https://iabuk.teachable.com/courses/enrolled/2019022
Security & Fraud	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)
	Encourage downstream partners to enable filtering using the SupplyChain Object OR filter using the SupplyChain Object where applicable	Provide examples of comms/public support for sellers.json and SupplyChain Object 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)
	Onboarding checks for financial clients	Demonstrate how you use the FCA's financial services register (https://register.fca.org.uk/s/) for onboarding and outline current compliance processes in place for working with financial clients/clients advertising financial products
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 TCF 2.2	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

BUYER PLANNER

CRITERIA	ACTION	EVIDENCE
General	Complete Gold Standard online training modules	Demonstrate that the relevant teams have been sent and encouraged to complete the necessary training https://iabuk.teachable.com/courses/enrolled/2019022
	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 SupplyChain Object	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)
	Onboarding checks for financial clients	Demonstrate how you use the FCA's financial services register (https://register.fca.org.uk/s/) for onboarding and outline current compliance processes in place for working with financial clients/clients advertising financial products
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)