Index Exchange: Transparency FAQs

Increased transparency in the digital advertising supply chain is important as this makes it easier for buyers to understand which suppliers in the chain add the most value. This set of Transparency FAQs has been developed by a group of IAB UK members from different parts of the industry to help buyers understand more about the companies operating in digital advertising. The questions fall under three different categories - Pricing, Placement and Data.

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Pricing

What is your business model and how do you make money?

We're a global advertising marketplace where premium digital media companies sell their ad impressions transparently and in real time.

Can you outline the full details of the agreement on a booking form / contract?

All of our contracts with publishers explicitly and transparently explain the precise terms of our partnership, fully disclosing the details of our revenue share and the standard fixed fee applied to all ad spend through the exchange.

Will you share who your trading partners are?

We fully disclose this information to clients or potential clients.

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Placement

Do you own the inventory you sell?

No.

If you don't own your own inventory then how do you access inventory and which platforms do you use?

We provide buyers access to publisher inventory through our own platform.

Do you specify your media placements and positions?

Yes.

What insights do you provide back to advertisers?

Index offers detailed reports to all of our buy-side partners. At the advertiser or buyers' request, we can provide an array of metrics and analytics (be they daily, weekly, monthly, annually, etc.) outlining performance, bids, efficiency, and areas for optimisation. In additional buyers have real-time access to our UI, allowing them to view data pertainingto a variety of metrics (including spend, bids, etc.). We have also proactively created and shared customised dashboards for our buyers, giving them full access to analytics pertaining to their use of our exchange.

Does the inventory you own or access include UGC content?

Yes, we do work with some publishers who have UGC content. However, we follow strict vetting procedures to ensure that all UGC on our publishers' sites is actively monitored, flagging any activity that may raise brand safety concerns.

What brand safety measures do you use?

Index Exchange strives to operate an entirely fair exchange, employing an extensive initial and ongoing publisher verification process. We take pro-active measures to ensure that all creative content, and content on publishers' sites, is compliant with brand safety requirements. Our Ad Quality team verifies that every piece of new creative is reviewed and approved. Similarly, we often leverage third-party verification partners such as WhiteOps, MOAT, and IAS to ensure that all of our Publishers are meeting our standards as well as blacklisting and whitelisting potential partners where necessary. As explained below, we also adhere to all guidelines set out by the Digital Trading Standards Group (DTSG).

Which industry standards have you been certified against?

JICWEBS, TAG Self Certification Malware, IQG, Piracy, DTSG UK Brand Safety and GDPR compliant.

Do you have a policy in place for ad-misplacement?

Yes, Index Exchange is committed to handling advertisement misplacement by adhering to the Digital Trading Standards Group (DTSG) guidelines, which upholds brand safety and protects the integrity ofdigital advertising. We also have protocols in place - leveraging our technology as well as our teams - to alert the Quality Operations team immediately, in the rare occurrence of ad misplacement.

Are you happy to share your optimisation tactics?

Yes. As a fully transparent advertising exchange, our role is to connect buyers and sellers in the most efficient way possible. Index is dedicated to ensuring that all transactions flowing through our exchange are optimised, inline with the terms and conditions to which both parties have agreed.

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Data

Under GDPR what legal basis are you providing your services under?

Consent and legitimate interest.

If consent is the mechanism then can you prove how you obtained it?

We use IAB TCF.

Are you using the IAB Framework?

Yes.

What other 3rd party data partners require consent for your business to deliver its service?

Index Exchange does not currently have 3rd party data partners that require consent.

What do you do with data you obtain from advertiser's campaigns or data tags?

In line with the terms of our Publisher agreements, interaction data is owned and fully controlled by the publisher. Index Exchange has been granted limited rights by our partners to use this data, solely for the purpose of delivering our services to clients.

Are advertisers permitted to appoint their own 3rd party partners for verification and measurement?

Yes, depending on whether or not they intend3rd party partners for verification and

Will you provide a link to your privacy and data policies?

Yes, **https://www.indexexchange.com/privacy/**

Will you share how you build audience, contextual and targeting segments?

Index Exchange does not collect data for purposes of building audience segments and therefore, this request does not apply. However, our publishers are able to build segments and transact with buyers (on their set terms) using the deal ID protocol.

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