

# Integral Ad Science: 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

Correct as of January 2019

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

Integral Ad Science, Inc. ("IAS") is a global technology company that offers data and solutions to establish a safer, more effective advertising ecosystem. We partner with advertisers and publishers to protect their investments, capture consumer attention, and drive business impact. IAS works with our partners to provide them actionable, media quality intelligence related to their digital advertising campaigns.

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

When enabled by our clients, IAS provides verification metrics (e.g., brand safety, viewability and fraud) related to the performance of digital advertising campaigns or provides optimization services (related to same/similar metrics) to programmatic buyers.

## Will you share who your trading partners are?

<https://integralads.com/about/partnerships/>

Please note the answers given are self-declared and are not verified by IAB UK or independently audited, unlike under industry-owned programmes such as JICWEBS. To view the latest JICWEBS Certifications, visit <https://jicwebs.org/certification-process/signatories/>

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# Placement

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Do you own the inventory you sell?

N/A

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

N/A

Do you specify your media placements and positions?

N/A

What insights do you provide back to advertisers?

Verification metrics (brand safety, viewability, fraud).

Does the inventory you own or access include UGC content?

N/A

What brand safety measures do you use?

N/A

Which industry standards have you been certified against?

MRC, TAG's Certified Against Piracy and Certified Against Fraud, JICWEBS.

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

N/A

Are you happy to share your optimisation tactics?

N/A

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# Data

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

Legitimate interest.

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

N/A

Are you using the IAB Framework?

IAS participates within the IAB Transparency and Consent Framework.

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

N/A

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

As a Data Controller, the processing of data is necessary to fulfill the purposes of our contractual obligations for our verification ad fraud, brand safety and viewability and optimisation offerings. IAS does not collect or process personally identifiable information that is directly identifiable information concerning natural persons.

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

N/A

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

Yes. <https://integralads.com/privacy-policy/>

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

N/A

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