

Iotec: 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?

Iotec charge a disclosed fixed margin on media spend.

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

Yes, we do this as standard.

Will you share who your trading partners are?

Yes, we do this as standard. We have no trading agreements in place with intermediaries or media owners.

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

Correct as of January 2019

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 access inventory through third party exchanges. We connect to dozens of exchanges all of which are listed in our client invoices (on a line item basis).

Do you specify your media placements and positions?

Yes, we provide full logs of all media placements, including domain and URL.

What insights do you provide back to advertisers?

We provide details of audience profiles and reach, full details of performance on a view-through and click-through basis as well as custom insights and advice on an ad hoc basis.

Does the inventory you own or access include UGC content?

No, unless requested.

What brand safety measures do you use?

We apply both internal brand safety measures, using a combination of blacklisting and whitelisting, as well as advanced external verification measures working with leading verification partners such as IAS and MOAT.

Which industry standards have you been certified against?

IAB Gold Standard, JICWEBS DTSG Brand Safety and JICWEBS Anti Fraud.

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

Yes, we do. iotec uses a number of methods to ensure brand misplacement does not occur and our internal teams will remove any advertisements that are deemed offensive immediately. In the unlikely event that an advertisement appears against content that is deemed inappropriate by the advertiser, the advertiser should contact our Campaign Operations team.

Are you happy to share your optimisation tactics?

Yes - we always do. We typically optimise campaigns using combinations of our proprietary machine learning algorithms, and will always explain and discuss these strategies with our clients.

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Data

Correct as of January 2019

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 have Data Protection Agreements (DPAs) in place with partners who may share data with us to ensure through contractual means that the data has been collected from the end user through their consent, legally and transparently, and that our processing of personal data is compatible with the original purposes for which the data was collected.

Are you using the IAB Framework?

Yes.

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

Our exchange partners, technology platform and data providers rely on consent.

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

We use the impressions (campaign data) and pixels (data tags) to improve performance through analytics and machine learning. We also use it for aggregated customer insights and client mandated reporting. We never store data beyond this purpose. We never share data or the models we generate from it with other clients.

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

Yes.

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

<https://www.iotecglobal.com/privacy-policy/>

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

Yes we share this information openly. We use advanced machine learning algorithms individually or in combination to build models to predict in real time likelihood of whether serving an ad in any specified ad opportunity or to a specific ID will generate a positive outcome (conversion, etc.).

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