



Accredited by  
Media Rating Council

## Industry Standards

### Core Ad Verification Service

Tracked Ads: Display	D, MW, MA
Tracked Ads: Video	D, MW, MA, CTV
Rendered Ad Impressions: Display	D, MW, MA
Rendered Ad Impressions: Video	D, MW, MA, CTV
Viewable Ad Impressions and Viewability: Display	D, MW, MA
Viewable Ad Impressions and Viewability: Video	D, MW, MA, CTV
Ad Verification Processes (Property-level)	D, MW
Sophisticated Invalid Traffic Detection/Filtration	D, MW, MA, CTV
SSAI Video Metrics	D, MW, MA, CTV

*CTV accreditation applies to certified traffic only*

### Facebook

Rendered Ad Impressions: Display	D, MW, MA
Rendered Ad Impressions: Video	D, MW, MA
Viewable Ad Impressions and Viewability: Display	D, MW, MA
Viewable Ad Impressions and Viewability: Video	D, MW, MA

*Accredited metrics are specific to Facebook placements audited for 1st party measurement*

### Google ADH (YouTube)

Rendered Ad Impressions: Video	D, MW, MA
Viewable Ad Impressions and Viewability: Video	D, MW, MA

*Data from Google Ads, DV360 and YouTube Reserve services. Placements include YouTube Skippable in-stream, non-skippable in-stream, standard in-stream, in-stream select and bumper ads*

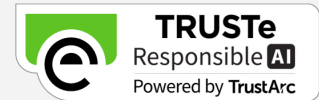


IAS viewability solutions are independently audited by ABC in the UK.

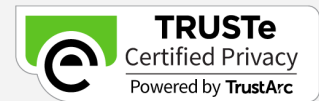


TAG Platinum Status  
34 companies globally

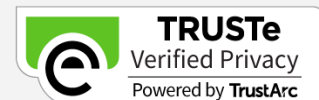
## Privacy



Launched in 2024 and encompassing the leading AI governance frameworks, the *TRUSTe Responsible AI certification* demonstrates that AI development and deployment practices are aligned with the principles of fairness, security, and transparency.



Companies who display the *TRUSTe Certified Privacy seal* have demonstrated that their privacy policies and practices meet the TRUSTe Enterprise Privacy & Data Governance Practices Assessment Criteria.



Companies who display the *TRUSTe Privacy Verified seal* have demonstrated that their privacy programs, policies and practices meet the requirements of EU-U.S. Data Privacy Framework Principles and/or Swiss-U.S. Data Privacy Framework Principles.



*TRUSTe GDPR Validation attests that the company's privacy and data protection practices are compliant to the General Data Protection Regulation.*

## Information Systems

