



## Data Transparency Standard

### Independent Validation

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Dstillery is the leading custom audience solutions company, empowering brands and their agencies to maximize the value of customer data and transform the way they connect with their audiences.

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## I. Data Label Dissonance Control Objectives

| Test No.                     | Control Area                | Tests   | Comments  |
|------------------------------|-----------------------------|---|-----------|
| <b>Section: Data Summary</b> |                             |   |           |
| 1                            | Provider Name               | Data provider organization is incorporated / functioning in market as a data seller, and has the right to use the name / trademark  | Supported |
| 2                            | Provider Domain             | Data provider can prove ownership of the domain (DNS, or other forms of verification)   | Supported |
| 3                            | Provider Contact Info       | Email address provided is a real / functioning email  | Supported |
| 4                            | Provider's Audience Name    | Cross-check content in following fields:<br>A. Segmentation Criteria<br>B. Standardized Audience IAB. Standard Segment name<br>C. ID Type<br>D. Audience Precision Level<br>E. Geography  | Supported |
| 5                            | Provider's Audience ID      | Provider can source an internally maintained taxonomy that accurately captures "Audience Name" and Audience ID" field pairing.  | Supported |
| 6                            | Standardized Audience ID(s) | Ensure legitimate entry from IAB Audience Taxonomy 1.1  | Supported |
| 7                            | Segmentation Criteria       | Check that the criteria described addresses business rules for ID inclusion and is not overly reliant on peripheral segment description.<br><br>This description should address:<br>A. Data provenance,<br>B. frequency at which attribute needs to be observed to be associated with ID,<br>C. and how long ago the attribute was observed.<br><br>If business rules for inclusion are proprietary / algorithmically driven, describe algorithm behavior as it relates to the above items. | Supported |
| 7                            | Segmentation Criteria       | Cross-check content in following fields:<br>A. Audience Refresh Cadence<br>B. Source Look Back window<br>C. Data Sources  | Supported |
| 8                            | Audience Precision Level    | Cross-check content in following fields:<br>A. Segmentation Criteria<br>B. Standard Segment name<br>C. Segment name<br>D. ID Type   | Supported |
| 9                            | Audience Scope              | Verify the Audience Scope represent the information presented in the Field selection(s).  | Supported |
| 10                           | Originating Domain          | Verify the Originating Domain represent the information presented in the Field selection(s).  | Supported |

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| Test No.                         | Control Area                       | Tests   | Comments  |
|----------------------------------|------------------------------------|---|-----------|
| 11                               | Audience Size                      | The count is disclosed (Figure is variable depending on seasonality, activation platform match rates, and other factors)  | Supported |
| 12                               | ID Type(s)                         | Cross-check content in following fields:<br>A. Data Sources<br>B. Segmentation Criteria   | Supported |
| 13                               | Geography                          | Standard country list is used. Cross-check content to the Segmentation Criteria   | Supported |
| 14                               | Privacy Compliance Mechanisms Used | Verify the Privacy Compliance Mechanisms used are disclosed. Check the mechanisms site for approved listing (TCF, DAA, EDAA, etc.) and/or review registration documentation or agreements with relevant privacy organizations.  | Supported |
| 15                               | Privacy Policy                     | Link is functional and leads to indicated privacy content   | Supported |
| 16                               | IAB Tech Lab Compliant             |   | Supported |
| <b>Section: Audience Details</b> |                                    |   |           |
| 17                               | Data Source(s)                     | Cross-check content in following fields:<br>A. ID Type<br>B. Segmentation Criteria<br><br>If "Offline Survey", "Public Record", or "Offline Transaction" is stated, the "Onboarder Details" section must be completed and properly formatted.                                     | Supported |
| 18                               | Data Inclusion Methodology         | Cross-check content in the Segmentation Criteria<br><br>Selection of "Modeling": Requires selection of "Yes" within "Audience Expansion" field.<br><br>Ensure that "Audience Expansion" is completed and accurately formatted   | Supported |
| 19                               | Audience Expansion                 | Cross-check content in following fields:<br><br>A. Data Inclusion Methodology<br>B. Segmentation Criteria<br><br>Selection of "Modeling": Requires selection of "Yes" within "Audience Expansion" field.  | Supported |
| 20                               | Cross-device Expansion             | Cross-check content in Segmentation Criteria  | Supported |
| 21                               | Audience Refresh Cadence           | Cross-check against content in following fields:<br>A. Segmentation Criteria<br>B. Data Sources - if any "Offline" source is selected, "Continuous" or "Daily" are not acceptable options<br><br>Selection of Offline Sources: Requires completion of "Onboarder Details" section | Supported |

## I. Data Label Dissonance Control Objectives

| Test No.                          | Control Area             | Tests  | Comments       |
|-----------------------------------|--------------------------|--|----------------|
| 22                                | Source Look Back Window  | Cross-check against content in following fields:<br>A. Segmentation Criteria<br>B. Audience Refresh Cadence                              | Supported      |
|                                   |                          |  |                |
| <b>Section: Onboarder Details</b> |                          |  |                |
| 23                                | Input ID/Match Key       | Review the input ID/Match Key used by the Onboarder for matching   | Not Applicable |
| 24                                | Audience Expansion       | Confirm “look-a-like” modeling was used to include similar ID’s before the data was matched to a digital identifier. (Y/N/NA)            | Not Applicable |
| 25                                | Cross Device Expansion   | Confirm the audience was expanded to include affiliated devices and ID’s before the data was matched to the digital identifier. (Y/N/NA) | Not Applicable |
| 26                                | Audience Precision Level | Confirm the precision level of the data before it was matched to a digital identifier (Individual, Household, Geography, NA)             | Not Applicable |

## II. People and Process Control Objectives

| Test No.                     | Control Area                         | Tests   | Comments  |
|------------------------------|--------------------------------------|---|-----------|
| <b>Section: General</b>      |                                      |   |           |
| 27                           | General - Documentation/Data Process | Examine documentation to support the online and offline data partner's acquisition, data transfer and quality control processes.  | Supported |
|                              |                                      | Walk through workflow of data logging process.  | Supported |
|                              |                                      | Review system control documentation within the data loading process to prevent loss or corruption of data.  | Supported |
|                              |                                      | Review data aggregation job process   | Supported |
|                              |                                      | Review controls and test documentation to ensure successful and complete collection and aggregation of log file data.   | Supported |
| 28                           | General - Organization               | <p>Organization Structure and Personnel Functions:</p> <p>Org Chart of team directly involved in collecting, analyzing, onboarding, or otherwise preparing the data for sale to buyers.</p> <p>Job descriptions of product, engineering, and business development stakeholders within org chart.</p> <p>Process by which relevant stakeholders interact to collect and process data.</p> <p>Process by which relevant stakeholders interact to populate the IAB Tech Lab data transparency standard, and description of responsible, accountable, consulted, informed parties (RACI) for each segment field</p> | Supported |
| <b>Section: Data Summary</b> |                                      |   |           |
| 29                           | Provider Contact Info                | Confirm the email address is of the Provider.   | Supported |
| 30                           | Audience Precision Level             | <p>Provide documentation re how identity is resolved: via in house tech, via a partner, or some combination of both in house and partner.</p> <p>If in house: methodology description (DOM) - documentation to be provided outlining systems for data flow, and for resolving identity.</p>   | Supported |
|                              |                                      | <p>If via partner: provide a description of partner, SOW with partner, examples of log files / data ingestion points</p> <p>If both in house + provider: see requirements above for both</p>  | Supported |
| 31                           | ID Type(s)                           | Confirm on segment files that unique ID types are represented   | Supported |

## II. People and Process Control Objectives

| Test No.                         | Control Area   | Tests  | Comments  |
|----------------------------------|--|--|-----------|
| 32                               | Geography<br><br>Standard Country list is used.  | Provide documentation for the process used to assign geographic attribute to the ID level record   | Supported |
| <b>Section: Audience Details</b> |  |  |           |
| 33                               | Data Inclusion Methodology   | Review the identification and disclosure of Data Inclusion Methodologies.<br><br>If “Modeled” is selected - documentation shall be provided for model input, output, and scores associated with behavior.  | Supported |
| 34                               | Audience Expansion<br><br>Selection of “Modeling”: Requires selection of “Yes” within “Audience Expansion” field.<br><br>Onboarder Details: Audience Expansion | Provide documentation of seed ID footprint with suitable number of attributes to enable modeling / scoring, which outlines the types of attributes being used as an input into the model   | Supported |
| 35                               |  | Provide Output file documentation to ensure that resulting ID count is larger than ID count input file (see Input ID / Match Key log file)   | Supported |
| 36                               |  | Provide documentation of match report / data portrait analysis (ie, demographic profile)   | Supported |
| 37                               | Cross Device Expansion<br><br>Onboarder Details: Cross Device Expansion  | Provide documentation of consumer (device) footprint with suitable number of attributes to enable modeling and scoring that are tied to the same Input ID  | Supported |
| 38                               |  | Provide Output file documentation to ensure that resulting ID count is larger than ID count input file (see Input ID / Match Key log file)   | Supported |
| 39                               | Audience Refresh Cadence   | Review the audience refresh cadence.   | Supported |
|                                  |  | Syndication record documentation / analysis – evaluation of the delta between syndication records to ensure that IDs were added or removed from segment, and that syndication occurred within the declared cadence.<br><br>Documentation needs to demonstrate:<br><br>A. 3-5 syndication attempts (if continuous selected, multiple examples of intra-day refresh need to be provided) over the course of at least a year,<br>B. and all syndication records need to be maintained for evaluation a minimum of one month | Supported |
| 40                               | Source Lookback Window   | Documentation of: Source event record associated with IDs to ensure date stamp matches segment's declared refresh cadence.   | Supported |

## II. People and Process Control Objectives

| Test No.                          | Control Area             | Tests   | Comments       |
|-----------------------------------|--------------------------|---|----------------|
| <b>Section: Onboarder Details</b> |                          |   |                |
| 41                                | Input ID/Match Key       | Provide processing logs and match reports, ensure that inputs and outputs match   | Not Applicable |
| 42                                | Audience Precision Level | Show existing in-house database records that contain data on the same match key for indicated level of audience granularity | Not Applicable |

### III. Technology Control Objectives

| Test No.                         | Control Area   | Tests   | Comments       |
|----------------------------------|--|---|----------------|
| <b>Section: General</b>          |  |   |                |
| 43                               | General  | <p>Review architecture of the Data Solution Provider.</p> <p>Review the flow of data through the system: input, processing, at rest, output (in transit).</p> <p>Review log file and data retention protocols.</p> <p>Review system controls within the data loading process to prevent loss or corruption of data.</p> <p>Review data table structure.</p> <p>Analyze controls and tests in place to ensure successful and complete collection and aggregation of log file data.</p> | Supported      |
| <b>Section: Audience Details</b> |  |   |                |
| 44                               | Audience Scope   | Trace back the sources used for identifying the audience scope (logs, data tables, etc.). Identify and review the associated technology (code and controls) over generation of the Audience Scope contexts.   | Supported      |
| 45                               | Originating Domain   | Trace back the sources used for identifying the originating domain(s) (logs, data tables, etc.). Identify and review the associated technology (code and controls) over associating segments with originating domains.  | Not Applicable |
| 46                               | Privacy Compliance Mechanisms Used   | Review tools and controls used for ensuring privacy compliance, including disclosure tools (such as in-creative icons), consent determination, and other privacy requirements as applicable.  | Supported      |
| 47                               | <p>Audience Expansion</p> <p>Onboarder Details: Audience Expansion</p> <p>Selection of "Modeling": Requires selection of "Yes" within "Audience Expansion" field</p> | Analyze modeling code / script / routine that is used to process input, create, and validate model, and select look-a-like data   | Supported      |
| 48                               | <p>Audience Expansion</p> <p>Onboarder Details: Audience Expansion</p> <p>Selection of "Modeling": Requires selection of "Yes" within "Audience Expansion" field</p> | Analyze Internal environment where script is run (cloud service / grid system)  | Supported      |
| 49                               | <p>Cross Device Expansion</p> <p>Onboarder Details: Cross Device Expansion</p>   | If in-house match table is used to expand segment the GitHub / product specs for match table are provided; methodology associated with ID resolution is described   | Supported      |



### III. Technology Control Objectives

| Test No. | Control Area | Tests   | Comments |
|----------|--------------|---|----------|
|          |              | <p>and documented, provide the modeling code / script / routine that is used to associate information over time.</p> <p>If match table used to expand segment is provided by 3rd party, provide MSA associated with business partner that does analysis.</p> <p>Provide process documentation of API calls to outside cross-device expansion partner (which would contain log files, reporting and billing information)</p> |          |