

Alliant
Data Transparency Report

Data Transparency Standard Validation

Company Reviewed: Alliant Insights
Conducted by: Neutronian
For the period of: 6/1/23 - 5/31/24

COMPANY	
Company Name and Address:	Alliant Data 301 Fields Lane Brewster, NY 10509
URL for Company:	alliantinsight.com
Contact Information:	Donna Hamilton Chief Innovation Officer dhamilton@alliantdata.com

STATEMENT OF VERIFICATION FROM NEUTRONIAN
<p>We have reviewed Alliant Insights' compliance to the IAB Tech Lab Data Transparency Standards, including the Data Transparency Standards Compliance Guide and Audience Taxonomy.</p> <p>Our examination was performed in accordance with the IAB Tech Lab Data Transparency Compliance Guide. Our examination included reviews of Data Label Technical Specifications, Data Label Dissonance, People and Process Controls, and Technology Controls.</p> <p>Based on our review, we are not aware of any material modifications that should be made to the Alliant Insights' processes for IAB Tech Lab Data Transparency Standards compliance.</p> <p>Lisa Abousaleh CEO and Co-Founder Neutronian, Inc.</p>

Alliant

Data Transparency Report

[Data Transparency Standard v1.1](#) [Data Transparency Compliance Guide 1.0](#)

Compliance Key:

Satisfactory:	Meets guideline control, no action required
Recommendation:	Meets guideline control, process improvement recommended
Requirement:	Does not meet guideline control, must be addressed before certification is issued
Not Applicable:	This criteria is not applicable or not in scope

I. Data Label Technical Specs Control Objectives				
Field Name	Field Options	Format Requirements	Compliance	Comments
Section: Data Summary				
Provider Name	Free text	Alpha-numeric: 100 characters	Satisfactory	All segments contained "Alliant" as the Provider Name.
Provider Domain	Valid Domain	Alpha-numeric: 100 characters	Requirement remediated to Satisfactory	A handful of labels contained "N/A" instead of a valid Provider Domain. <u>Alliant's Response:</u> Alliant updated these labels to include "www.alliantinsight.com" as the Provider Domain. All labels now contain "www.alliantinsight.com" as the Provider Domain.
Provider Contact Info	Free text	Alpha-numeric: 100 characters	Satisfactory	All labels contained datahelp@alliantdata.com as the Provider Contact info.
Provider's Audience Name	Free text	Alpha-numeric: 100 characters	Requirement remediated to Satisfactory	8 pairs of labels contained the same value for the Provider's Audience Name field. <u>Alliant's Response:</u> Alliant removed the duplicate instances of these labels.
Provider's Audience ID	Free Text	Numeric: 15 characters	Requirement remediated to Satisfactory	8 pairs of labels contained the same value for the Provider's Audience ID field. <u>Alliant's Response:</u> Alliant removed the duplicate instances of these labels.
Standardized Audience IDs	Select from: IAB Tech Lab Audience Taxonomy 1.1	Alpha-numeric: 100 characters	Requirement remediated to Satisfactory	Labels used pipe-delimiters instead of commas to separate Standardized Audience IDs. <u>Alliant's Response:</u> Alliant updated all labels to use commas instead of pipe-delimiters to separate Standardized Audience IDs.
Segmentation Criteria	Free text	Alpha-numeric: 500 characters	Requirement remediated to Satisfactory	18 labels exceeded the character count limit. <u>Alliant's Response:</u> Alliant updated the description in the Segmentation Criteria for these labels to be within the character count limit.
Audience Precision Level	Individual; Household Business; Device Id; Browser; Geography	Multi-select: Dropdown	Requirement remediated to Satisfactory	6 labels contained an invalid value for the Audience Precision Level field. <u>Alliant's Response:</u> Alliant updated the labels to include a valid value for Audience Precision Level.

Alliant

Data Transparency Report

I. Data Label Technical Specs Control Objectives				
Field Name	Field Options	Format Requirements	Compliance	Comments
Audience Scope	Single domain / App; Cross-domain within O&O; Cross-domain outside O&O; N/A (Offline)	Alpha-numeric: 1000 characters	Satisfactory	All labels selected "N/A (Offline)" as the Audience Scope.
Originating Domain	Valid top level domain / app store URL; N/A (Undeclared); N/A (Cross-domain, Offline)	Alpha-numeric: 100 characters	Satisfactory	All labels selected "N/A (Offline)" as the Originating Domain.
Audience Size	Free text	Numeric: 15 characters	Requirement remediated to Satisfactory	Some labels did not include a value for the Audience Size field. <u>Alliant's Response:</u> Alliant updated these labels to include a value for the Audience Size field.
ID Type(s)	Cookie ID; Mobile ID; Platform ID; User-enabled ID	Multi-select: Dropdown	Satisfactory	All labels selected "Cookie ID" and "Mobile ID" as the ID Types.
Geography	Select from: ISO-3166-1-alpha-3	Multi-select: Dropdown	Satisfactory	All labels contained "USA" as the Geography.
Privacy Compliance Mechanisms Used	TCF (Europe); USPrivacy; LSPA; NAI Opt Out; DAA; EDAA; DAAC; GPC; Other (Not Listed); None	Multi-select: Dropdown	Requirement remediated to Satisfactory	Labels included an invalid option for the Privacy Compliance Mechanisms Used field. <u>Alliant's Response:</u> Alliant updated the labels to remove the invalid option for the Privacy Compliance Mechanisms Used field.
Privacy Policy	Free text	Alpha-numeric: 100 characters	Satisfactory	All labels contained https://alliantinsight.com/alliant-privacy-policy/ as the Privacy Policy link.
IAB Tech Lab Compliant	Yes; No	Single-select: Dropdown	Satisfactory	All labels contained "Yes" for IAB Tech Lab Compliant.
Section: Audience Details				
Data Source(s)	App Behavior; App Usage; Web Usage; Geo-Location; Email; TV OTT or STB Device; Online Ecommerce Credit Data; Loyalty Card Transaction; Online Survey; Offline Survey; Public Record: Census; Public Record: Voter File; Public Record: Other; Offline Transaction	Multi-select: Dropdown	Requirement remediated to Satisfactory	Some labels included invalid characters (*) with the options selected for the Data Source(s) field. <u>Alliant's Response:</u> Alliant updated the labels to remove the invalid characters for the Data Source(s) field.
Data Inclusion Methodology	Observed/ Known; Declared; Inferred;	Multi-select: Dropdown	Satisfactory	All labels contained a valid input for the Data Inclusion Methodology field.

Alliant

Data Transparency Report

I. Data Label Technical Specs Control Objectives				
Field Name	Field Options	Format Requirements	Compliance	Comments
	Derived; Modeled			
Audience Expansion	Yes; No	Single-select: Dropdown	Requirement remediated to Satisfactory	All labels were populated with a valid option for the Audience Expansion field.
Cross-device Expansion	Yes; No	Single-select: Dropdown	Satisfactory	All labels were populated with a valid option for the Cross-device Expansion field.
Audience Refresh Cadence	Intra-day; Daily; Weekly; Monthly; Bi-Monthly; Quarterly; Bi-Annually; Annually	Single-select: Dropdown	Satisfactory	All labels were populated with "Monthly" as the Audience Refresh Cadence.
Source Lookback Window	Intra-day; Daily; Weekly; Monthly; Bi-Monthly; Quarterly; Bi-Annually; Annually	Single-select: Dropdown	Satisfactory	All labels were populated with a valid option for Source Lookback Window.
Section: Onboarder Details				
Input ID / Match Key	Name; Address; Email; Postal / Geographic Code; Lat / Long; Mobile ID; Cookie ID; IP Address; Customer ID; Phone Number; N/A	Multi-select: Dropdown	Satisfactory	All labels contained "Name", "Address" and "Email" as selected options for the Input ID / Match Key field.
Pre-onboarding Audience Expansion	Yes; No; N/A	Single-select: Dropdown	Satisfactory	All labels were populated with a valid option for the Pre-onboarding Audience Expansion field.
Pre-onboarding Cross Device Expansion	Yes; No; N/A	Single-select: Dropdown	Satisfactory	All labels were populated with a valid option for the Pre-onboarding Cross Device Expansion field.
Pre-onboarding Audience Precision Level	Individual; Household; Business; Geography; N/A	Multi-select: Dropdown	Satisfactory	All labels were populated with a valid option for the Pre-Onboarding Audience Precision Level field.

II. Data Label Dissonance Control Objectives				
Test Number	Control Area	Test Details	Compliance	Comments
Section: Data Summary				
	Label Testing	Select random labels to test compliance to the Data Transparency Compliance Guide.	Satisfactory	Where possible, all labels were reviewed for compliance and then in select instances a representative sample was reviewed.
1.1	Provider Name	Data provider organization is incorporated / functioning in market as a data seller	Satisfactory	All segments contained "Alliant" as the Provider Name and Alliant has been confirmed to be functioning in the market as a data seller through interviews and market research.

Alliant
Data Transparency Report

II. Data Label Dissonance Control Objectives				
Test Number	Control Area	Test Details	Compliance	Comments
1.2	Provider Name	Data provider has the right to use the name / trademark	Satisfactory	No exceptions noted.
2.1	Provider Contact Info	Email address provided is a real / functioning email	Satisfactory	All labels contained datahelp@alliantdata.com as the Provider Contact info. Email address format aligns with the Data Provider domain and other observed emails from Alliant.
3.1	Provider's Audience Name	Cross-check content in following fields: A. Segmentation Criteria B. Standard Segment name C. ID Type D. Audience Precision Level E. Geography	Satisfactory	A sample of labels were reviewed and no exceptions were noted.
4.1	Standardized Audience IDs	Ensure legitimate entry from IAB Audience Taxonomy 1.1	Satisfactory	No exceptions noted.
5.1	Segmentation Criteria	Check that the criteria described addresses business rules for ID inclusion, and is not overly reliant on peripheral segment description. This description should address: A. Data provenance, B. frequency at which attribute needs to be observed to be associated with ID, C. and how long ago the attribute was observed. If business rules for inclusion are proprietary / algorithmically driven, describe algorithm behavior as it relates to the above items.	Satisfactory	Labels included descriptors to speak to data provenance. Where "Modeled" was selected in Data Inclusion Methodology, additional details were included in Segmentation Criteria pertaining to the modeling process and cut-off threshold.
5.2	Segmentation Criteria	Cross-check content in following fields: A. Audience Refresh Cadence B. Source Look Back window C. Data Sources	Requirement remediated to Satisfactory	Source Lookback Window was not in alignment with the Segmentation Criteria description for a handful of pre-mover segment labels. <u>Alliant's Response:</u> Alliant updated the labels to ensure alignment between these two fields.
6.1	Audience Precision Level	Cross-check content in following fields: A. Segmentation Criteria B. Standard Segment name C. Segment name D. ID Type	Requirement remediated to Satisfactory	Some labels mentioned "individuals" in the Segmentation Criteria but had "Household" assigned as the Audience Precision Level. <u>Alliant's Response:</u> Alliant updated the labels to ensure alignment between these two fields.
7.1	Audience Size	The count is disclosed (Figure is variable depending on seasonality, activation platform match rates, and other factors)	Requirement remediated to Satisfactory	Some labels did not include a value for the Audience Size field. <u>Alliant's Response:</u> Alliant updated these labels to include a value for the Audience Size field.
8.1	ID Type(s)	Cross-check content in following fields: A. Data Sources B. Segmentation Criteria	Satisfactory	No exceptions noted.

Alliant
Data Transparency Report

II. Data Label Dissonance Control Objectives				
Test Number	Control Area	Test Details	Compliance	Comments
9.1	Geography Standard country list is used.	Cross-check content to the Segmentation Criteria	Satisfactory	No exceptions noted.
10.1	Privacy Policy	Link is functional and leads to indicated privacy content	Satisfactory	All labels contained https://alliantinsight.com/alliant-privacy-policy/ as the Privacy Policy link. Alliant's privacy policy has been thoroughly reviewed to ensure all required privacy disclosures are included and industry best practices for user rights are followed.
Section: Audience Details				
11.1	Data Source(s)	Cross-check content in following fields: A. ID Type B. Segmentation Criteria If "Offline Survey", "Public Record", or "Offline Transaction" is stated, the "Onboarder Details" section must be completed and properly formatted.	Satisfactory	Where the Data Source contained "Offline Survey", "Public Record", or "Offline Transaction" as values, the Onboarder Details section was properly formatted.
12.1	Data Inclusion Methodology Selection of "Modeling": Requires selection of "Yes" within "Audience Expansion" field.	Cross-check content in the Segmentation Criteria Ensure that "Audience Expansion" is completed and accurately formatted	Requirement remediated to Satisfactory	Where "Modeled" was selected in Data Inclusion Methodology, additional details were included in Segmentation Criteria to support the modeling process. Some labels with "Modeled" selected in Data Inclusion Methodology, had a selection of "No" within the Audience Expansion field. <u>Alliant's Response:</u> Alliant updated these labels to include a value of "Yes" for the Audience Expansion field. One label contained "Declared" for Data Inclusion Methodology. During the People & Process and Technology review sessions, Alliant confirmed that this was incorrect. <u>Alliant's Response:</u> Alliant updated the label to include "Modeled" as the response for the Data Inclusion Methodology field for this label.
13.1	Audience Expansion	Cross-check content in following fields: A. Data Inclusion Methodology B. Segmentation Criteria	Requirement remediated to Satisfactory	27 labels where "Modeled" was selected for the Data Inclusion Methodology, did not have "Yes" selected for Audience Expansion. <u>Alliant's Response:</u> Alliant updated the labels so that "Yes" was selected for the Audience Expansion field for all segments that have "Modeled" selected for the Data Inclusion Methodology field.
14.1	Cross-device Expansion	Cross-check content in Segmentation Criteria	Requirement remediated to Satisfactory	Some labels contained "No" for the Cross-device Expansion field where "Yes" was expected. <u>Alliant's Response:</u> Alliant updated the labels to

Alliant
Data Transparency Report

II. Data Label Dissonance Control Objectives				
Test Number	Control Area	Test Details	Compliance	Comments
				reflect that cross device extension is only applied to Household level segments. Individual level segments do not have cross device extension applied and therefore remain with a "No" value in the labels.
15.1	Audience Refresh Cadence	Cross-check against content in following fields: A. Segmentation Criteria B. Data Sources - if any "Offline" source is selected, "Continuous" or "Daily" are not acceptable options	Satisfactory	No exceptions noted.
16.1	Source Look Back Window	Cross-check against content in following fields: A. Segmentation Criteria B. Audience Refresh Cadence	Requirement remediated to Satisfactory	Source Lookback Window was not in alignment with the Segmentation Criteria description for a handful of pre-mover segment labels. <u>Alliant's Response:</u> Alliant updated the labels to align the Source Lookback Window with the Segmentation Criteria.
Section: Onboarder Details				
17.1	Input ID/ Match Key	Cross-check content in Data Sources field - if any offline data sources are inputted, "Input ID/Match Key" field must be completed.	Satisfactory	No exceptions noted.
18.1	Pre-onboarding Audience Expansion	Cross-check content in Data Sources field - if any offline data sources are inputted, "Pre-onboarding Audience Expansion" field must be completed.	Satisfactory	No exceptions noted.
19.1	Pre-onboarding Cross Device Expansion	Cross-check content in Data Sources field - if any offline data sources are inputted, "Pre-onboarding Cross Device Expansion" field must be completed.	Satisfactory	No exceptions noted.
20.1	Pre-onboarding Audience Precision Level	Cross-check content in Data Sources field - if any offline data sources are inputted, "Pre-onboarding Audience Precision Level" field must be completed.	Satisfactory	No exceptions noted.

III. People and Process Control Objectives				
Test Number	Control Area	Test Details	Compliance	Comments
Section: General				
	General	Examine documentation to support the online and offline data partner's acquisition, data transfer and quality control processes.	Satisfactory	No exceptions noted.
		Walk through workflow of data collection, aggregation and QA processes.	Satisfactory	Alliant provided workflow diagrams within the certification questionnaire and walked through the steps in their data logging process during a live call.

Alliant
Data Transparency Report

III. People and Process Control Objectives				
Test Number	Control Area	Test Details	Compliance	Comments
		Review system control documentation within the data loading process to prevent loss or corruption of data.	Satisfactory	Alliant provided InfoSec policy and walked through controls during a live call.
		<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>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 label field</p>	Satisfactory	<p>Reviewed the org chart of those directly involved with the data.</p> <p>Walked through data access controls and processes during a live call.</p> <p>Reviewed the DTS label workflow document and RACI table.</p>
Section: Data Summary				
2.2	Provider Contact Info	Confirm the email address is of the Provider.	Satisfactory	Email address datahelp@alliantdata.com aligns with the Data Provider domain and other observed emails.
6.2	Audience Precision Level	Provide documentation re how identity is resolved: via in house tech, via a partner, or some combination of both in house and partner. If in house: methodology description (DOM) - documentation to be provided outlining systems for data flow, and for resolving identity.	Satisfactory	Reviewed Identity Workflow documentation and questionnaire responses.
9.2	Geography Standard Country list is used.	Provide documentation for the process used to assign geographic attribute to the ID level record	Satisfactory	Geographic attributes are provided by co-op members and third-party data partners. Alliant does not assign this.
11.2	Data Source(s)	Examine documentation to support the online and offline data source identification, qualification, acquisition, data transfer and quality control processes.	Satisfactory	<p>Alliant sources data from their member co-op and third party data partners.</p> <p>Details on the third party data partners and a sample of members in their co-op has been provided and reviewed.</p> <p>Samples of data licensing agreements were provided and reviewed.</p> <p>An example of a member data dictionary was provided and reviewed.</p> <p>An example of the ETL and QA alert reports were also provided and reviewed</p>

Alliant
Data Transparency Report

III. People and Process Control Objectives				
Test Number	Control Area	Test Details	Compliance	Comments
Section: Audience Details				
12.2	Data Inclusion Methodology	Review the identification and disclosure of Data Inclusion Methodologies.	Satisfactory	Alliant's data inclusion methodologies were reviewed in their questionnaire responses, supporting documentation including workflow diagrams and during a live call.
12.3 13.2	Data Inclusion Methodology Audience Expansion	If "Modeled" is selected - documentation shall be provided for model input, output, and scores associated with behavior.	Satisfactory	Demonstration of the data modeling process and corresponding documentation was provided and reviewed. Examples showing the modeling inputs and resulting model outputs were provided and reviewed.
14.2	Cross Device Expansion	Confirm the details and methods used for cross device expansion.	Satisfactory	Cross device process and details were provided and reviewed.
15.2	Audience Refresh Cadence	Review the audience refresh cadence.	Satisfactory	Reviewed and is inline with industry standards.
16.2	Source Lookback Window	Review the source lookback window.	Satisfactory	Reviewed and no exceptions noted.
Section: Onboarder Detail				
17.2 18.2 19.2 20.2	Input ID/Match Key Pre-onboarding Audience Expansion Pre-onboarding Cross Device Expansion Pre-onboarding Audience Precision Level	Review the onboarding process and documentation.	Satisfactory	Alliant uses well known onboarding partners to match their PII into their cookie and device graphs for distribution across the ad tech ecosystem. Workflow was reviewed and no exceptions were noted. Audience expansion and cross device expansion is conducted for some but not all of the segments that Alliant creates. Pre-onboarding audience precision levels vary from household to individual depending on the type of segment created.

IV. Technology Control Objectives				
Test No.	Control Area	Tests	Compliance	Comments
Section: General				
	General	Review architecture of the Data Solution Provider. Review the flow of data through the system, data retention protocols and system controls.	Satisfactory	Reviewed during the live Methodology and TechOps walkthrough call. No exceptions noted.

Alliant
Data Transparency Report

IV. Technology Control Objectives				
Test No.	Control Area	Tests	Compliance	Comments
Section: Audience Details				
13.3	Audience Expansion	Analyze modeling code / script / routine that is used to process input, create and validate model, and select look-a-like data	Satisfactory	Examples of the performance and look-alike modeling outputs and the post-audience expansion profile report were reviewed. No exceptions noted.
Section: Onboarder Details				
18.3 19.3	Pre-onboarding Audience Expansion Pre-onboarding Cross-device Expansion	Analyze routine that is used execute and validate onboarding process	Satisfactory	Examples of the post-onboarding platform QA reports were reviewed. No exceptions noted.