



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

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
31 companies globally

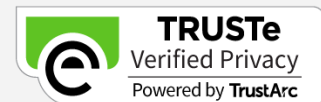
Privacy



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

