



IAB EUROPE TRANSPARENCY GUIDE FOR THE DIGITAL ADVERTISING SUPPLY CHAIN

THE AIM OF THE **IAB EUROPE TRANSPARENCY GUIDE** IS TO IMPROVE TRANSPARENCY IN THE DIGITAL ADVERTISING SUPPLY CHAIN IN THE AREAS OF DATA, COST AND INVENTORY SOURCE. THE GUIDE PROVIDES QUESTIONS FOR EACH STAKEHOLDER CATEGORY TO BE ASKED AT DIFFERENT STAGES OF THE SUPPLY CHAIN.

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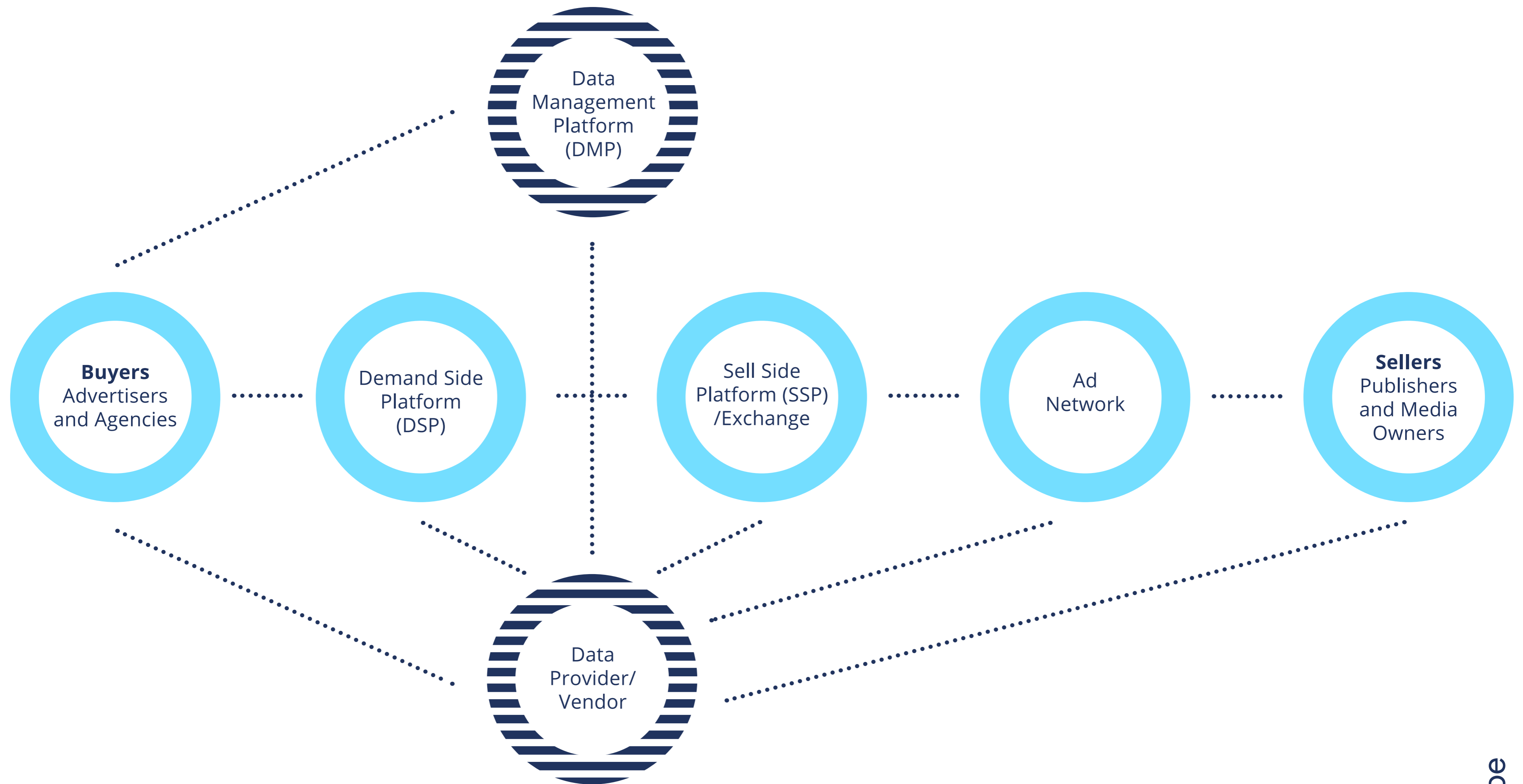
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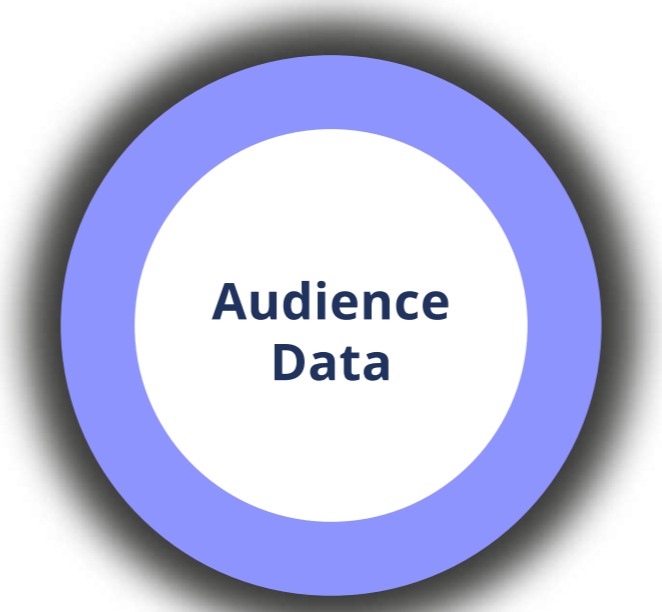


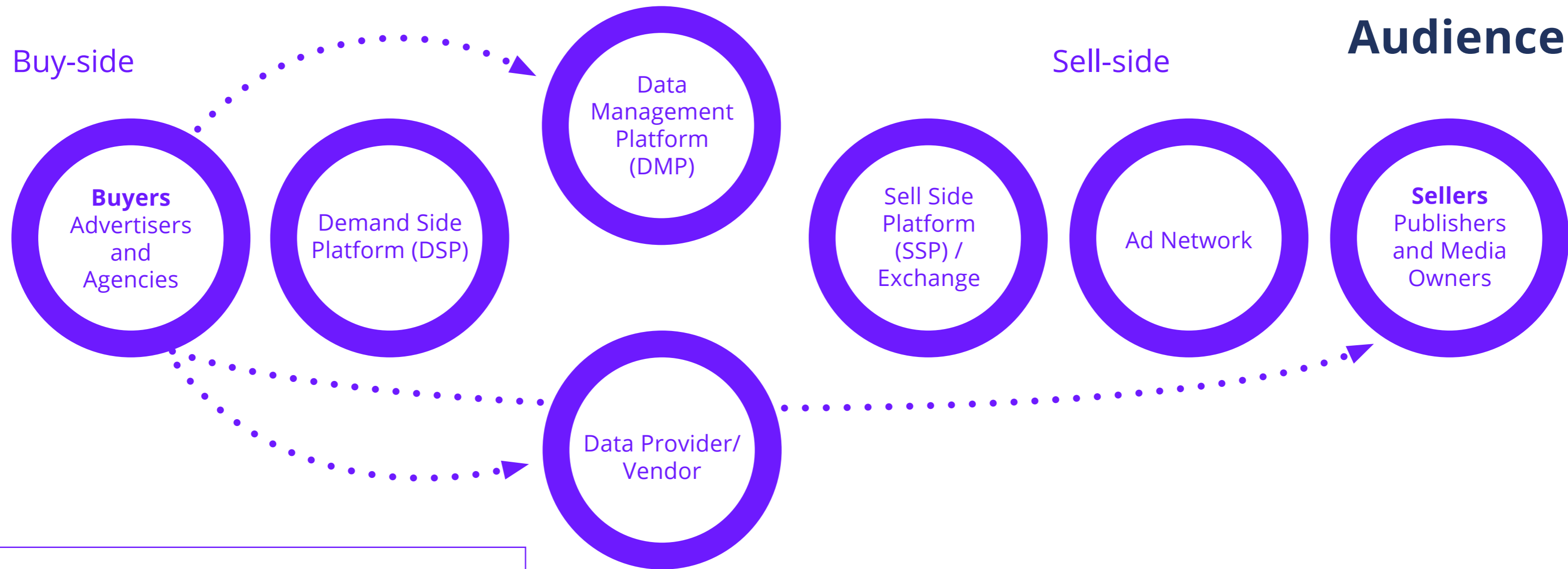
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Digital Advertising Supply Chain covered in this Guide







Buyer to Data Provider / DMP

- Has the data been verified as pseudonymous or anonymous data, as defined by GDPR?
- Has the sharing of this data been disclosed to the end-user?
- On what basis are you gaining consent under GDPR, explicit consent or legitimate interest?
- Are you passing IAB Europe Transparency & Consent Framework consent signals with the data?
- How am I being charged for this data, independently to media or is it bundled with media?
- Is this first, second or third-party data?
- Is the data declared (i.e. given by the user), observed (i.e. based on user behaviour) or modelled (i.e. extrapolated from declared or observed)?
- How do I know the data I request is what I am getting?
- Is the data publisher data or independently sourced?
- If independently sourced, where was the data sourced?
- Is it local market data (e.g. regional relevance, local culture, consumption habits)?
- How old is the data?
- How has the offline data been onboarded to online?
- Has the publisher approved data usage / sharing with buy-side and is there an indicator of this?
- Do you directly sell data as a revenue stream or do you simply enable the sale of data between buyers and sellers?

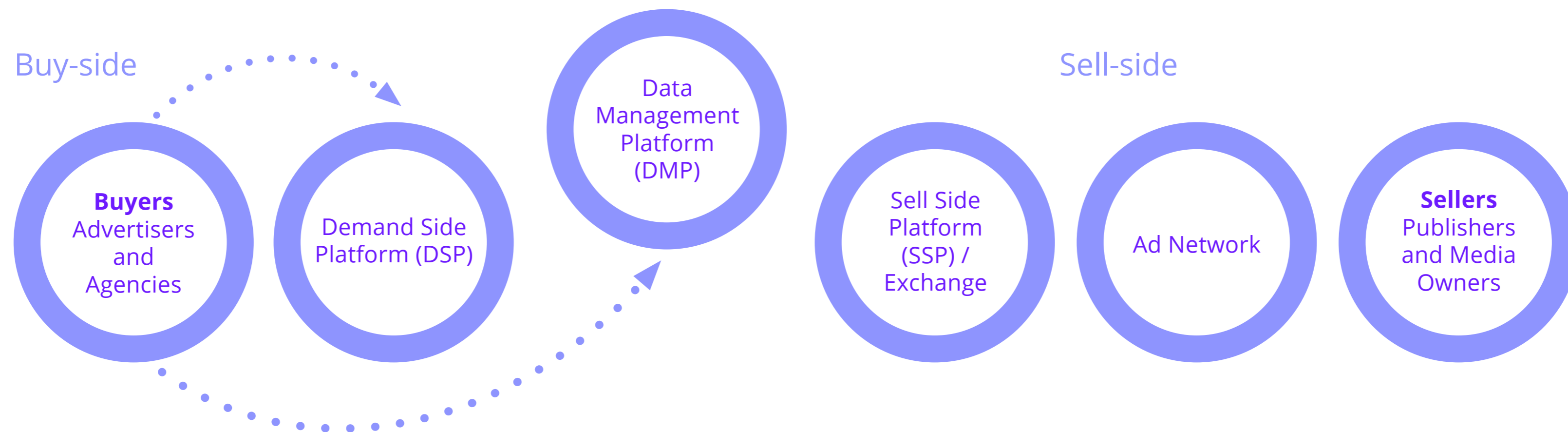
Buyer to DSP

- Under which legal basis are you storing cookies for in line with GDPR and national legislation?
- Are you reading IAB Europe Transparency and Consent Framework signals and managing the data according to the consent and purpose given by the user?

Buyer to Sell-Side

- Under which legal basis are you storing cookies for in line with GDPR and national legislation?
- Are you reading IAB Europe Transparency and Consent Framework signals and managing the data according to the consent and purpose given by the user?
- How am I being charged for this data, independently to media or is it bundled with media?
- How has the offline data been onboarded to online?
- Is the data declared (i.e. given by the user), observed (i.e. based on user behaviour) or modelled (i.e. extrapolated from declared or observed)?





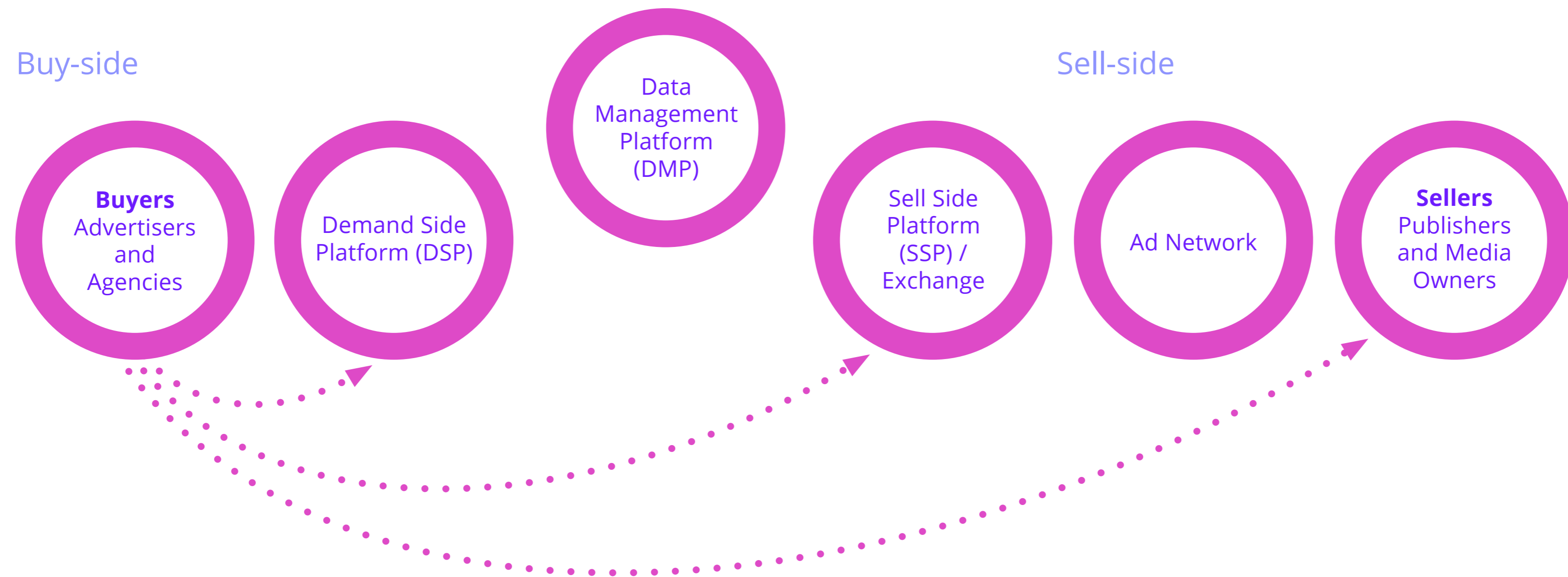
Buyer to DSP

- Is the cost I see a blended cost or is there a breakdown of cost from media CPM to technology and data fees?
- Are you charging the SSP a fee? Are all costs included in the clearing price or are there additional costs appended?
- Are fees correlated with volume or price or both?
- Are bid prices reduced due to associated fees?
- Do you know if the publisher is being charged any margin?
- Are DMP fees only applied for purchased / won impressions?
- Are DMP fees added to the cost of media or are they separate fees?
- What service model is being deployed?
- Is the number of bidders within the same auction disclosed?
- How do you manage discrepancies with SSPs? What does the buyer pay?
- Are you providing log level data for each impression?
- How do you manage header bidding and the same impression appearing multiple times via different supply routes? How do you ensure the buyer gets the best price?
- Are you charging for or retaining any share of bid shading savings?
- Are you respecting first, second price auction flags or both in bid requests?

Buyer to DMP

- Are DMP fees only applied for purchased / won impressions?
- Are DMP fees added to the cost of media or are they separate fees?
- Are you adding a margin on third party data purchased through the DMP?





Buyer to SSP and Publisher

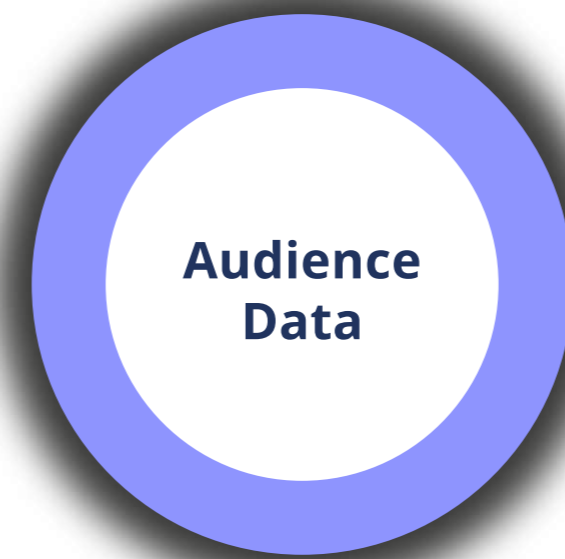
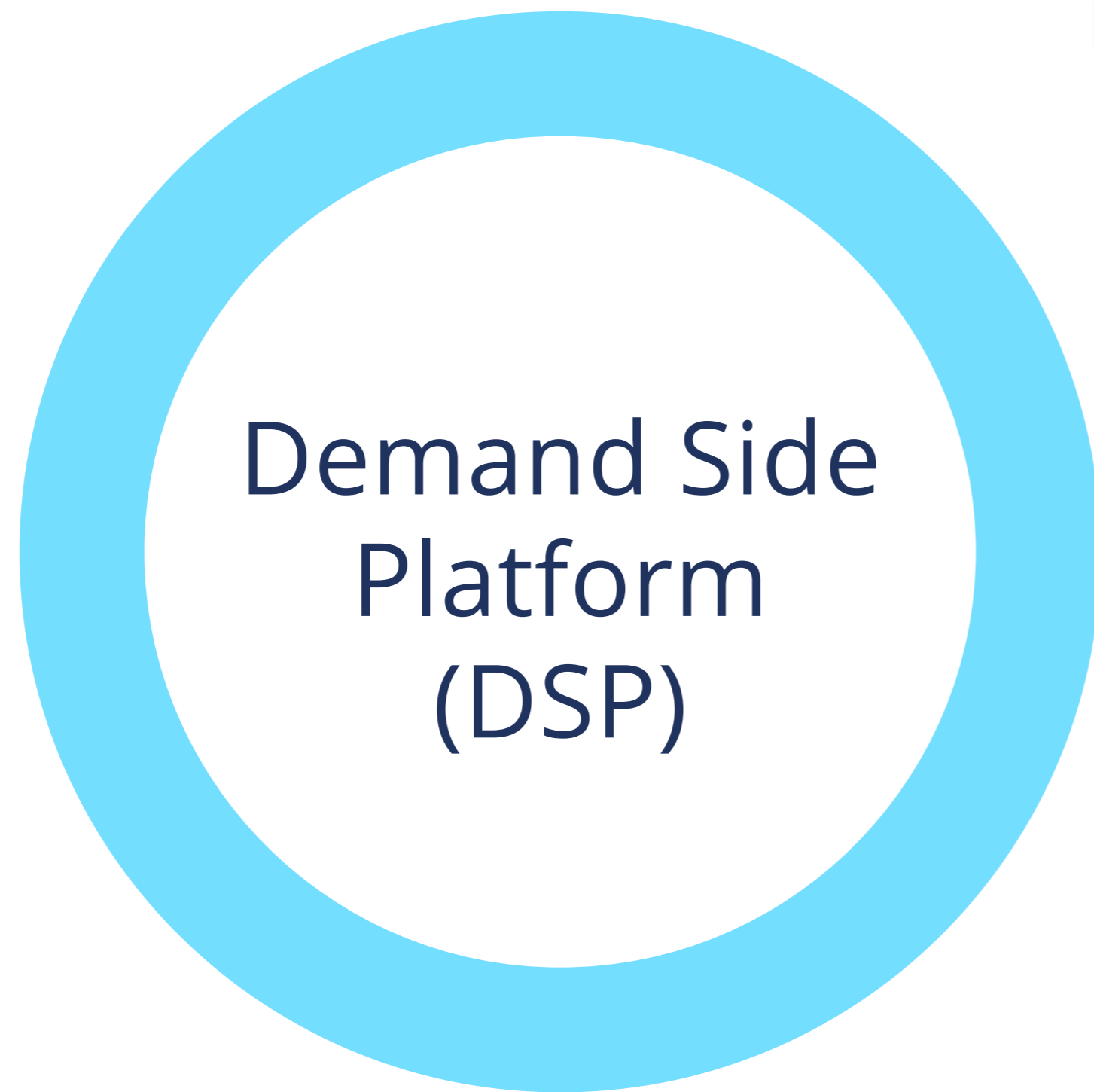
- Can a PMP be setup with the publisher or is the SSP required?
- Is the PMP one to one or one to many?
- Is it disclosed in the auction as header bidding supply?
- Which Open RTB version is supported?
- Is the URL transparent or masked?
- Is the top level domain passed or complete page URL passed (page level detail)?
- Is the app ID and / or bundle ID passed?
- Can I filter by Geo?
- Can I run a blacklist or whitelist?
- Do you represent any unique supply sources? If so, for which media?
- What strategies do you employ (broadly) to acquire traffic to your properties?

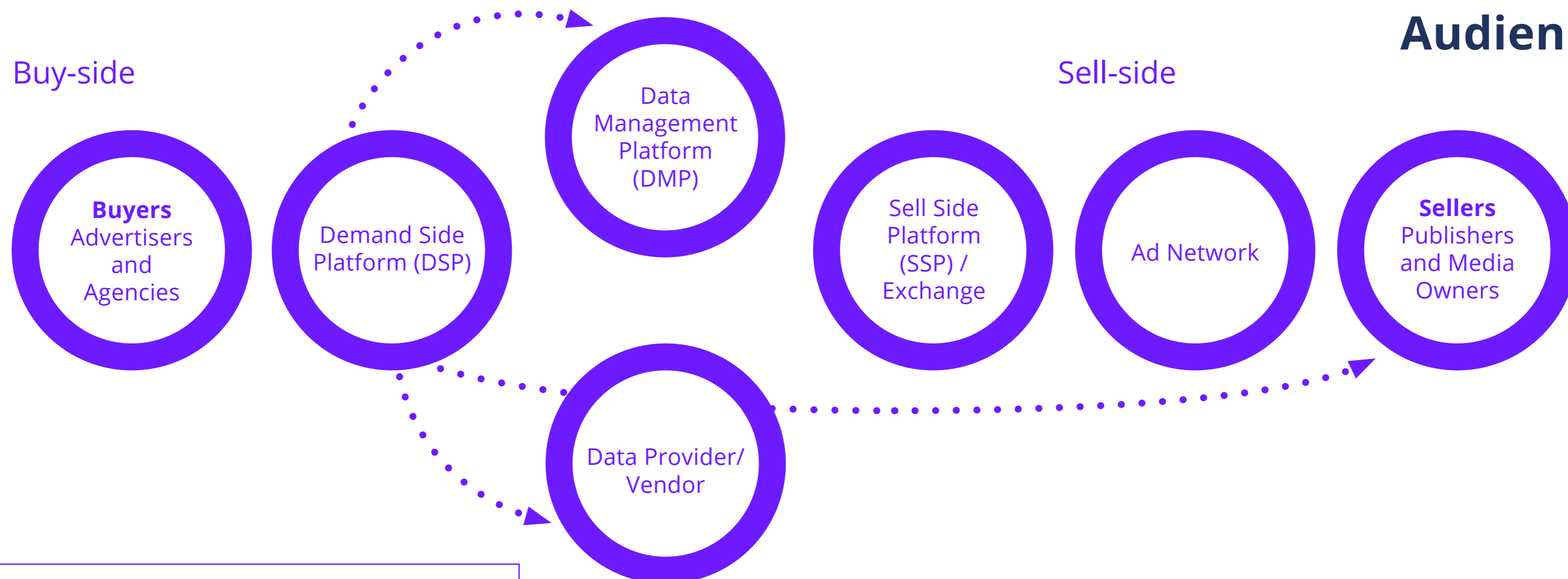
Buyer to DSP

- How do you manage supply path optimisation?
- Are you making log level data available for each impression and each bid request?
- Do you have unique/ exclusive media inventory?

Video specific

- Is the supply pre-roll or in-banner?
- Is the supply in-stream or out-stream?
- Is the supply VPAID or VAST? Which version of VAST?



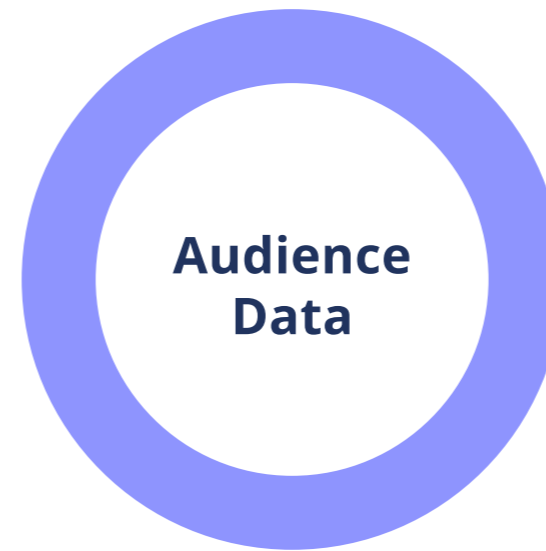
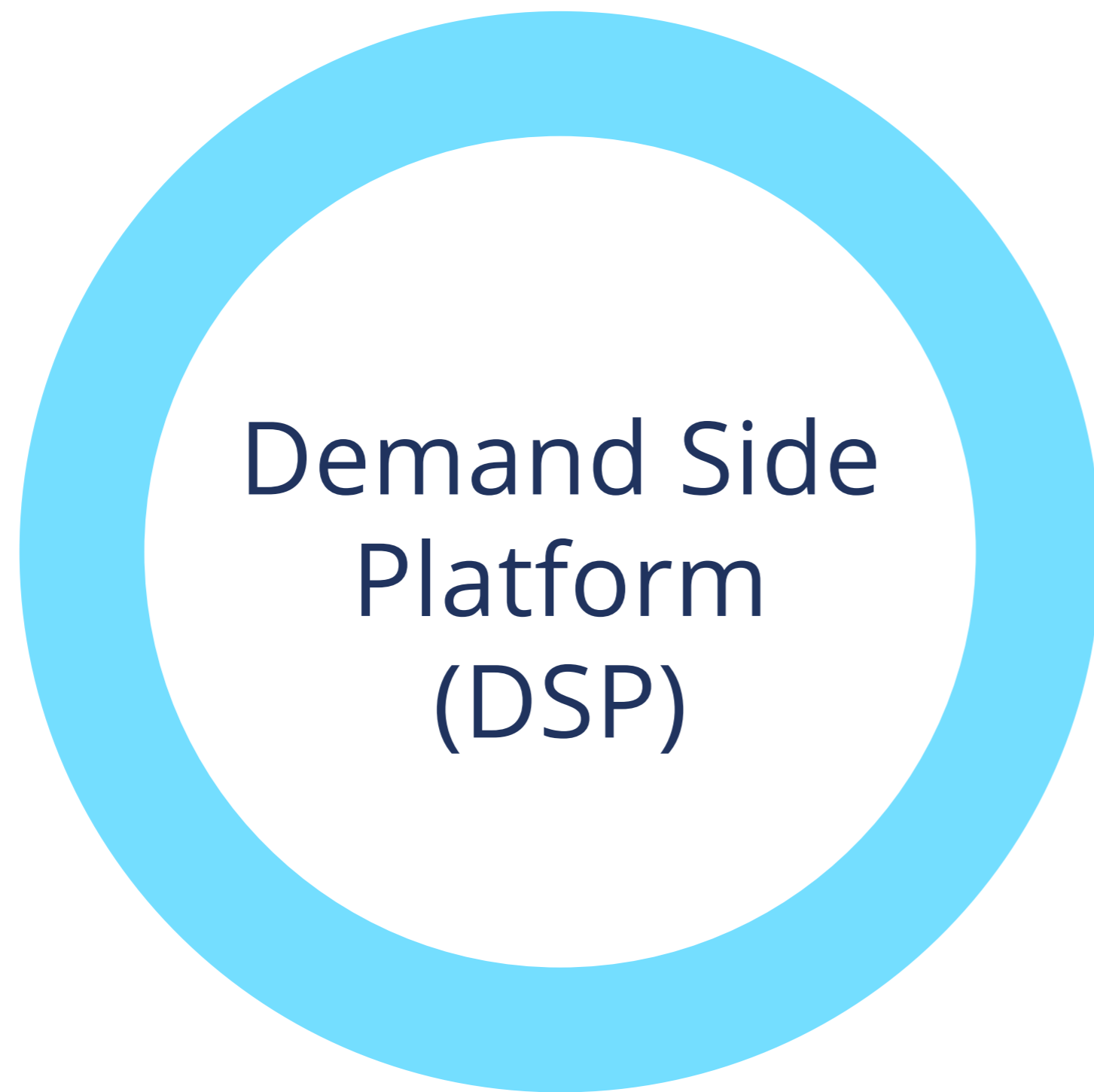


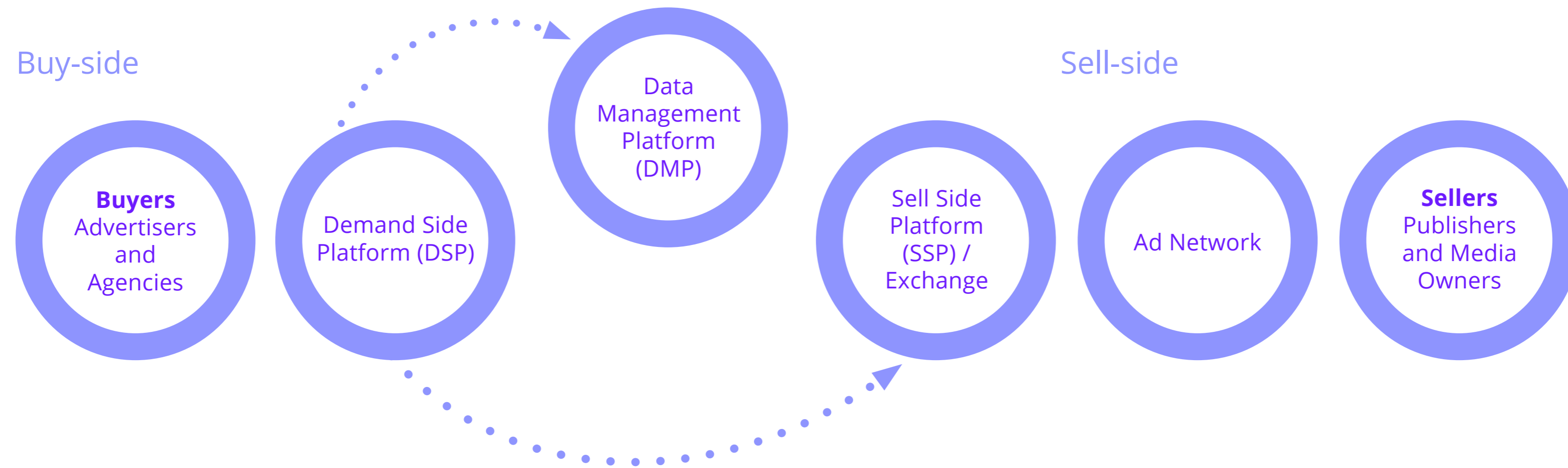
DSP to Data Provider / DMP

- Under which legal basis are you storing cookies for in line with GDPR and national legislation?
- Are you reading IAB Europe Transparency and Consent Framework signals and managing the data according to the consent and purpose given by the user?
- How am I being charged for this data, independently to media or is it bundled with media?
- Is this first, second or third-party data?
- How do I know the data I request if what I'm getting?
- Is the data declared (i.e. given by the user), observed (i.e. based on user behaviour) or modelled (i.e. extrapolated from declared or observed)?
- Is the data publisher data or independently sourced?
- If independently sourced, where was the data sourced?
- Is it local market data (e.g. regional relevance, local culture, consumption habits)?
- How old is the data?
- How has the offline data been onboarded to online?
- Has the publisher approved data usage / sharing with buy-side and is there an indicator of this?
- Is do not track (DNT) being respected?
- What is the audience match rate? Can this be improved?

DSP to Sell-Side

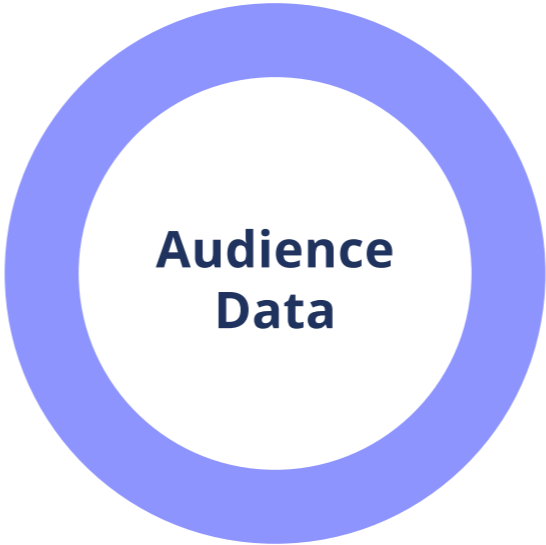
- Under which legal basis are you storing cookies for in line with GDPR and national legislation?
- Are you reading IAB Europe Transparency and Consent Framework signals and managing the data according to the consent and purposed given by the user?
- How am I being charged for this data, independently to media or is it bundled with media?
- What is my audience match rate? Can this be improved?





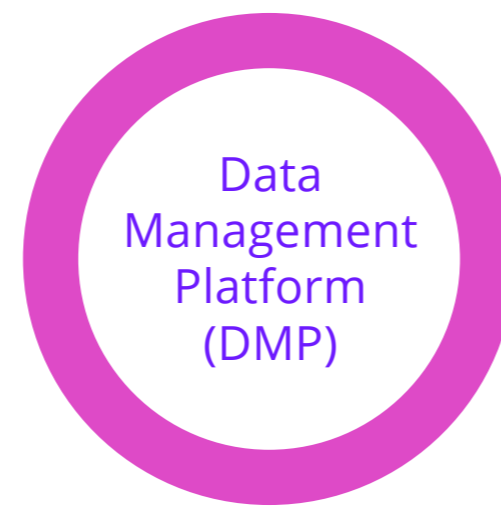
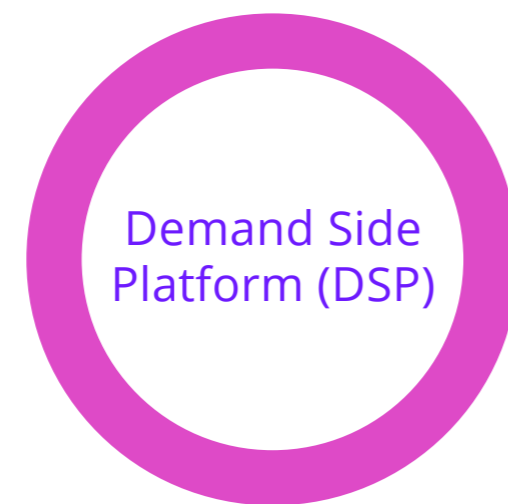
DSP to DMP / SSP

- What other buying models can we implement, and can there be loss notifications at scale avoiding tech costs?
- Is it possible to generate loss notifications for programmatic guaranteed to prove its working?
- Is the number of bidders within the auction disclosed?
- Are all costs included in the clearing price or are there additional costs appended?
- Do I pay media fees here?
- Do I pay platform fees here?
- Are fees correlated with volume or price, or both?
- What service model is being deployed?

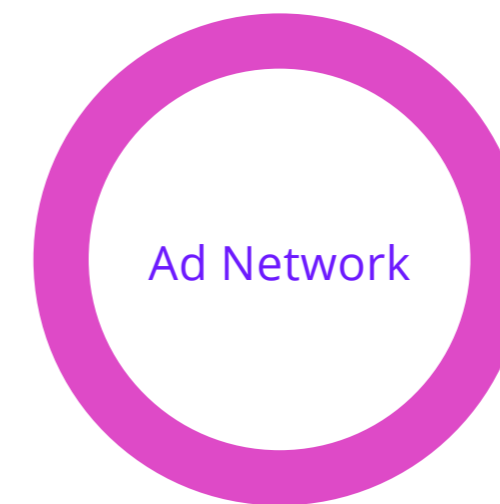


Inventory source

Buy-side



Sell-side

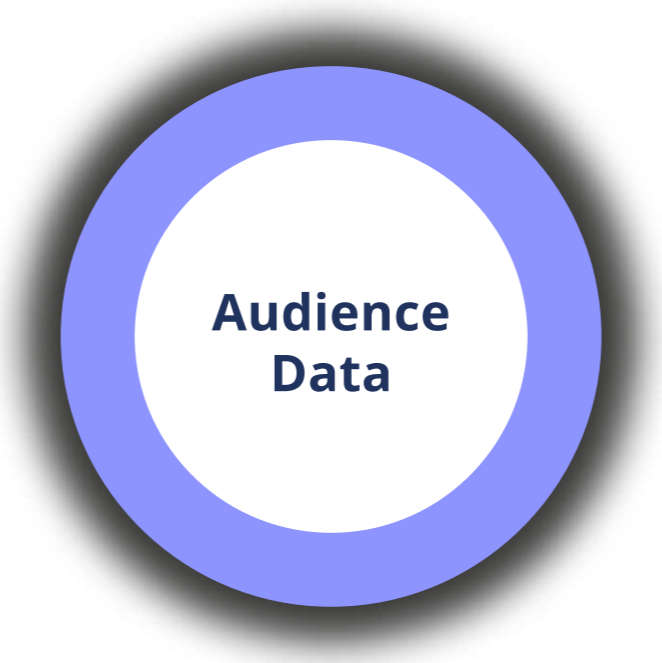
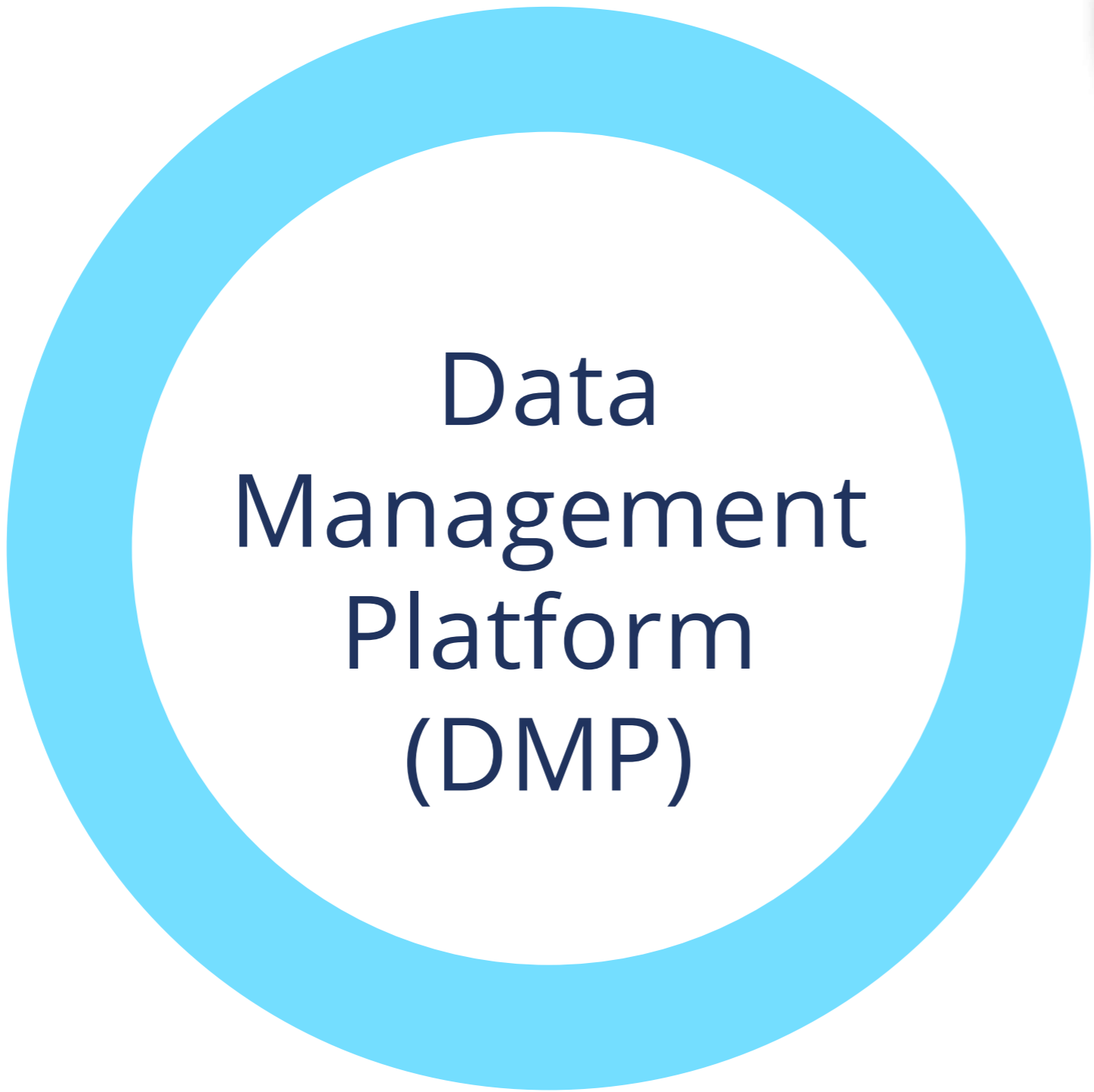


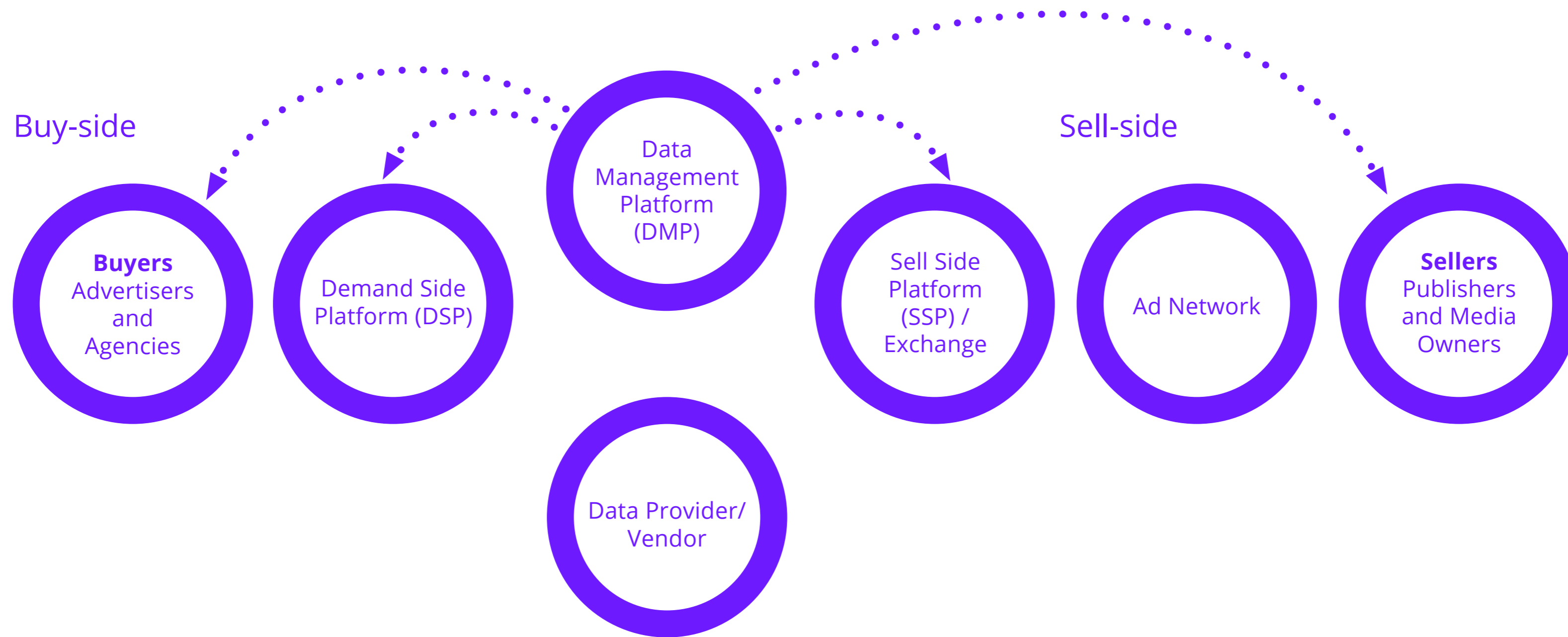
DSP to SSP

- What is the inventory source, e.g. tags, header bidding or server to server?
- Are first price and/or second price flags passed and source of inventory type disclosed?
- Which Open RTB version is supported?
- Is the URL transparent or masked?
- Is the top level domain or complete page URL passed (page level detail)?
- Is the app ID and / or bundle ID passed?
- Can I filter by Geo?
- Can I run a blacklist or whitelist?
- Is the supply being throttled or scaled in any way?
- Is inventory throttled based on Geos, GDPR or cookies or any parameters not present?
- Does the publisher sell their supply directly?
- Are you authorised in the publishers ads.txt file?
- If an ads.txt file is present and you are not listed, do you reject inventory?
- Are you bid shading?
- Do you represent any unique supply sources? If so, for which media?
- What strategies do you employ (broadly) to acquire traffic to your properties?

Video specific

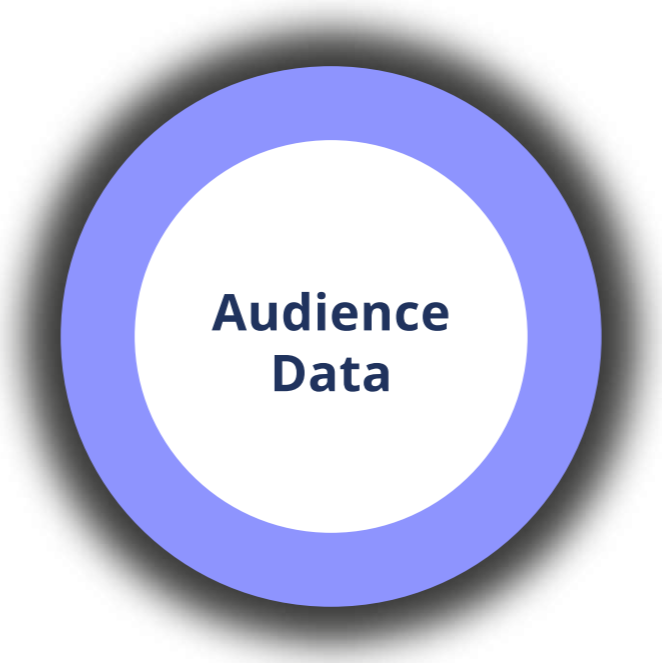
- Is the supply pre-roll or in-banner?
- Is the supply in-stream or out-stream?
- Is the supply VPAID or VAST? Which version of VAST?

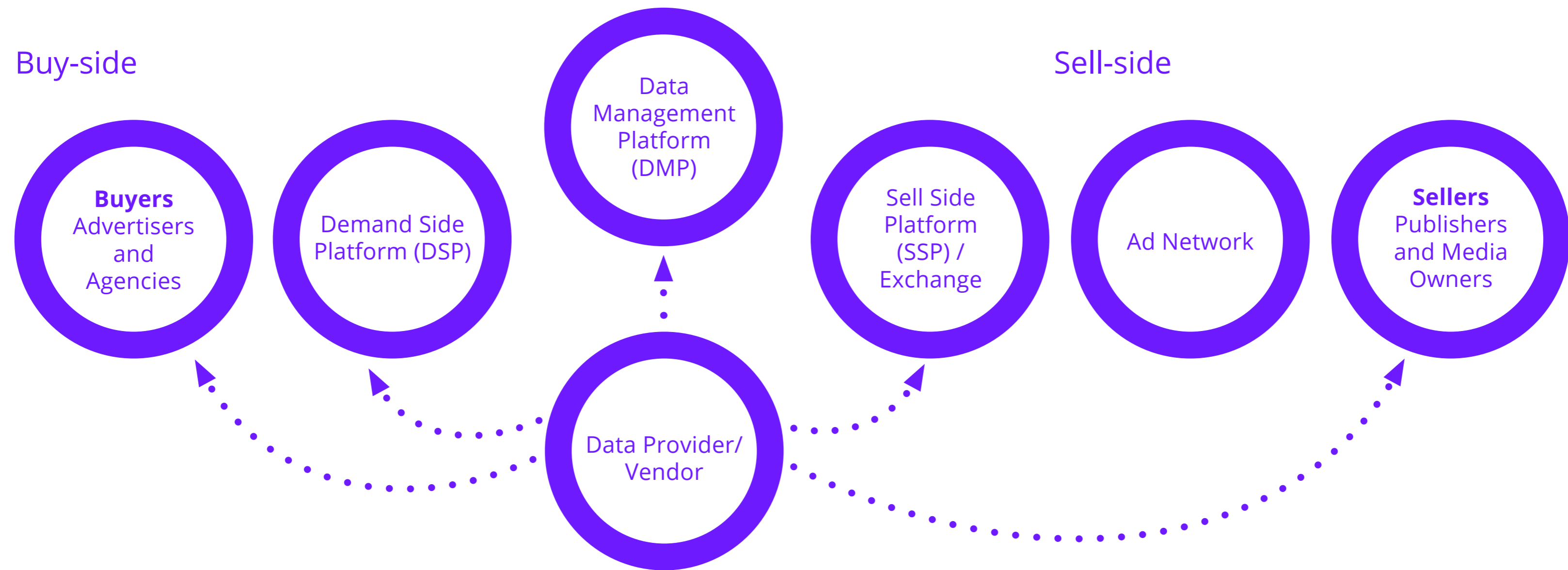




DMP to Buyers, Sellers, DSPs, DMPs and SSPs

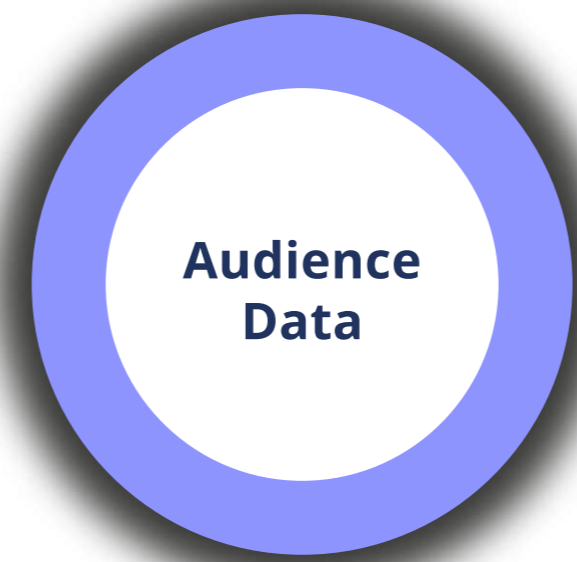
- Under which legal basis are you storing cookies for in line with GDPR and national legislation?
- How will the data be used?
- Will the data be matched to other data and if so, how?
- Will the data be shared with additional parties?
- How long will the data be retained?
- How was the data collected and the audience profiled?

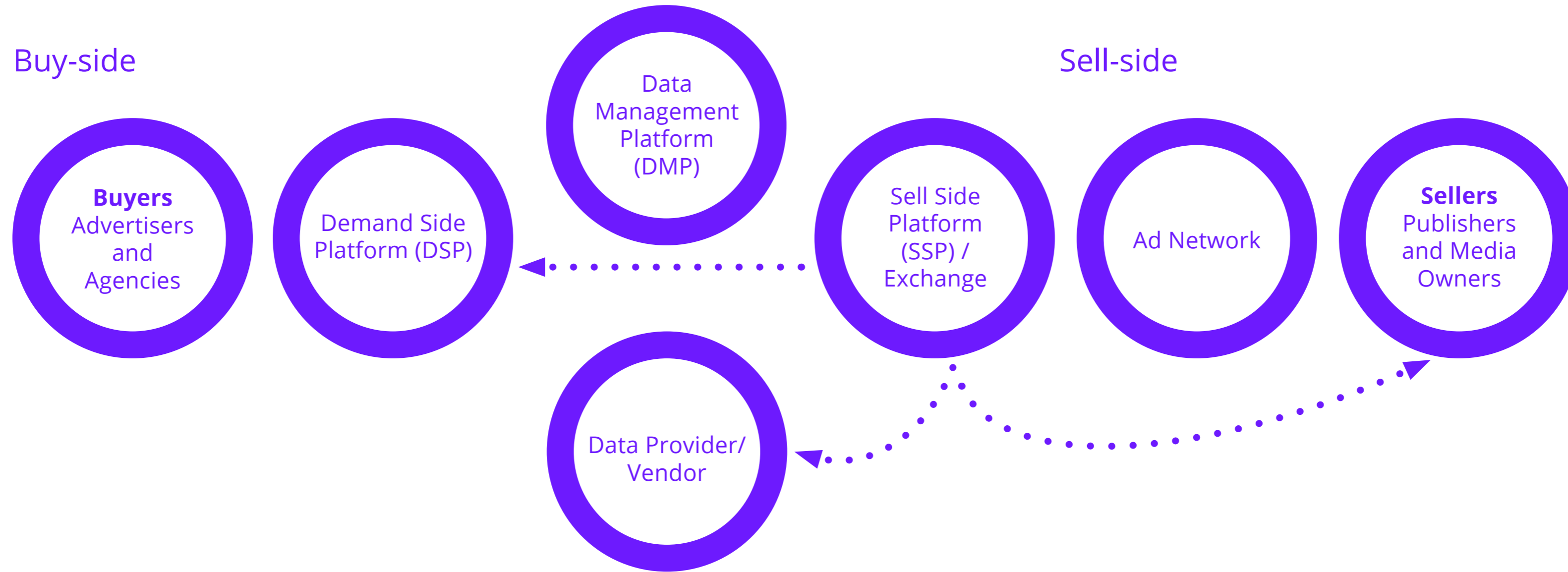




Data Provider to Buyers, Sellers, DSPs, DMPs and SSPs

- How will the data be used?
- Will the data be matched to other data and if so, how?
- Will the data be shared with additional parties?
- How long will the data be retained?





SSP to Buy-Side

- Under which legal basis are you storing cookies for in line with GDPR and national legislation?
- Has the sharing of this data been disclosed to the end-user?
- How am I being charged for this data, independently to media or is it bundled with media?
- How has the offline data been onboarded to online?

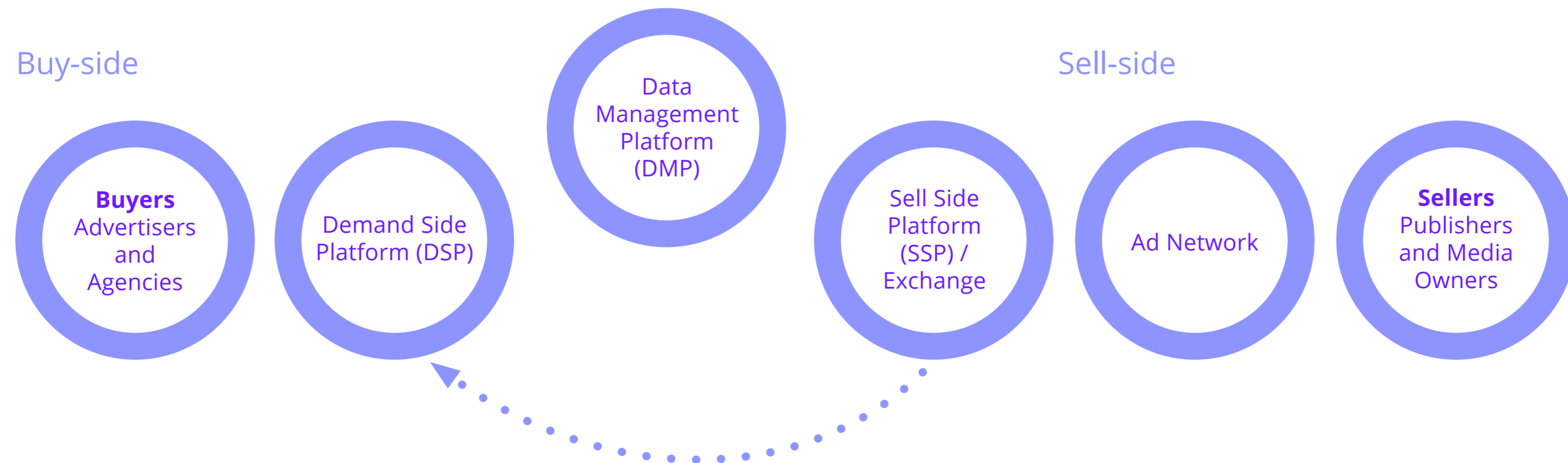
SSP to Data Provider

- What are the sources of the data you are providing?
- Is this data collected in a GDPR compliant way?
- How can you protect against audience profiling by third-parties?
- How is the advertiser converting offline data to online data?

SSP to Publisher / Seller

- Under which legal basis are you storing cookies for in line with GDPR and national legislation?
- Are you passing IAB Europe Transparency and Consent Framework signals and managing the data according to the consent and purpose given by the user?



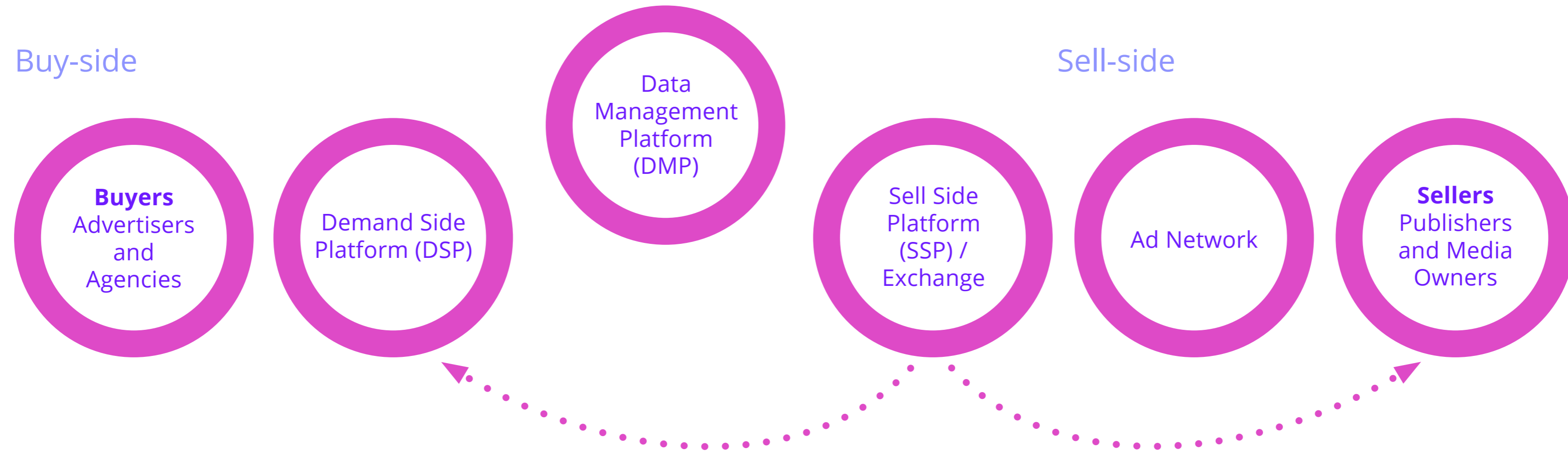


SSP to DSP

- Is the SSP charging the DSP a fee?
- Do I pay media fees here?
- Are fees correlated with volume or price, or both?
- What service model is being deployed?



Inventory source



SSP to Seller

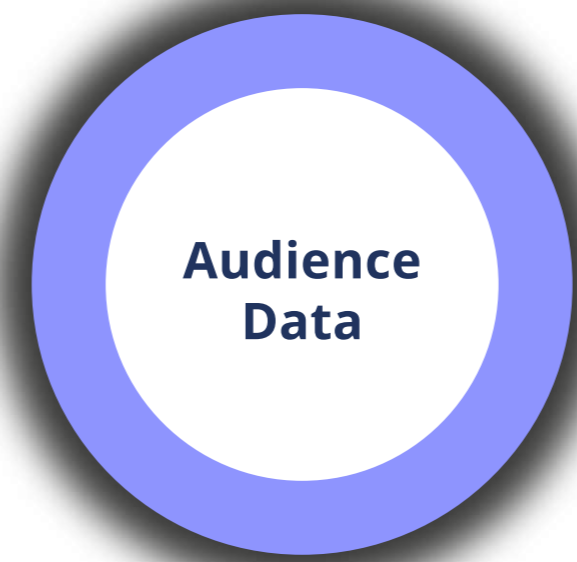
- Is the URL transparent or masked?
- Is the top level domain passed or complete page URL passed (page level detail)?
- Is the app ID and / or bundle ID passed?
- Can the inventory be filtered by Geo?
- How will I be listed in your ads.txt file?

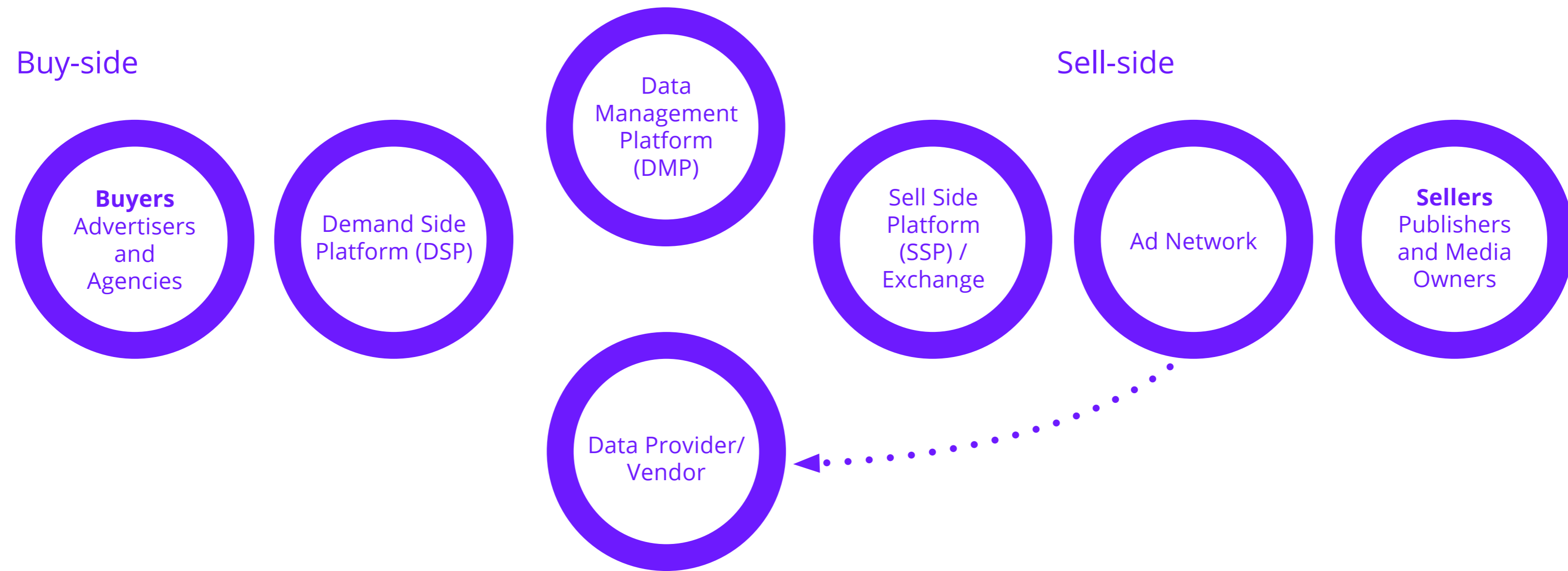
SSP to DSP

- Do you represent any unique demand?

Video specific

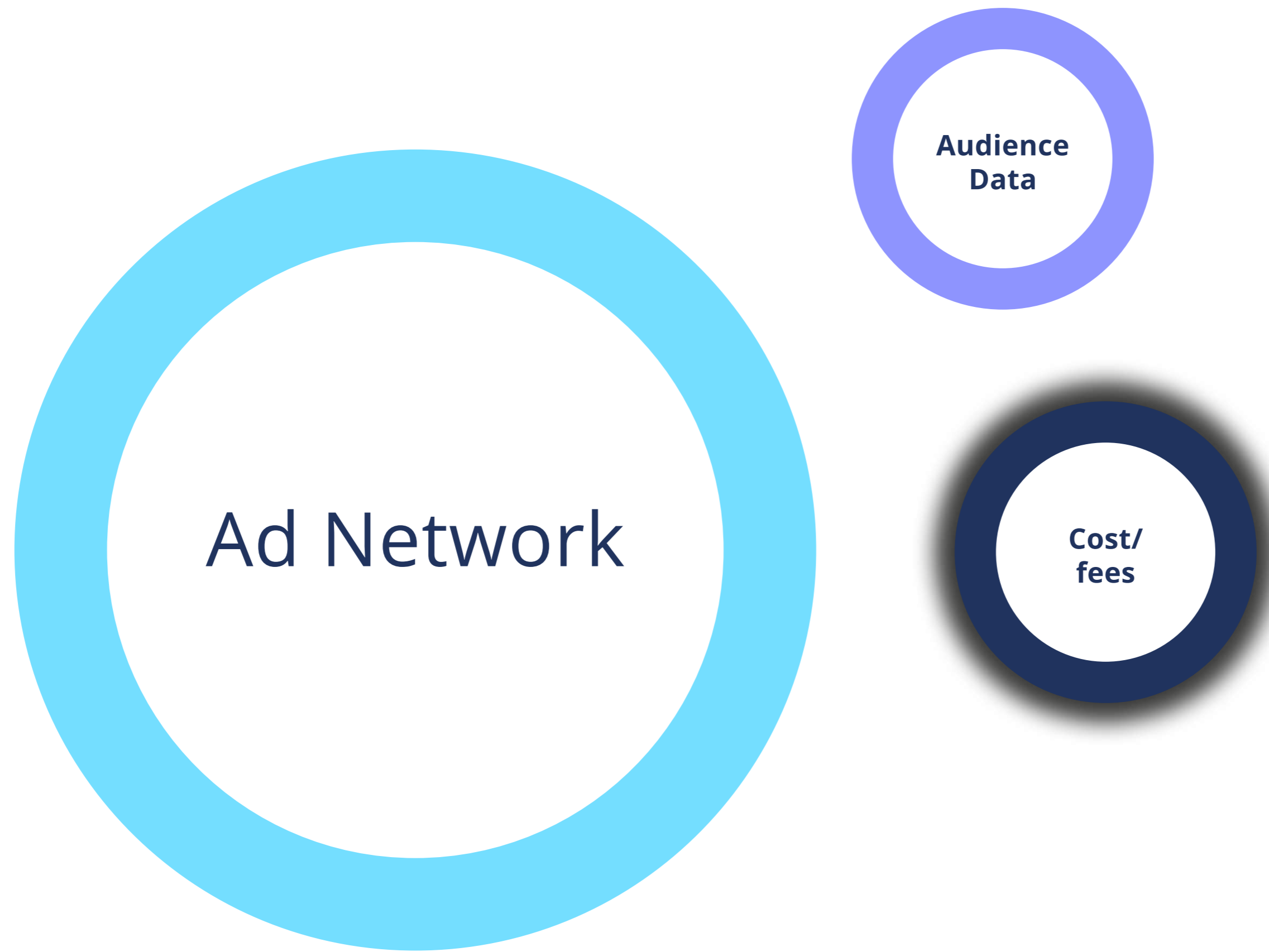
- Is the supply pre-roll or in-banner?
- Is the supply in-stream or out-stream?
- Is the supply VPAID or VAST? Which version of VAST?

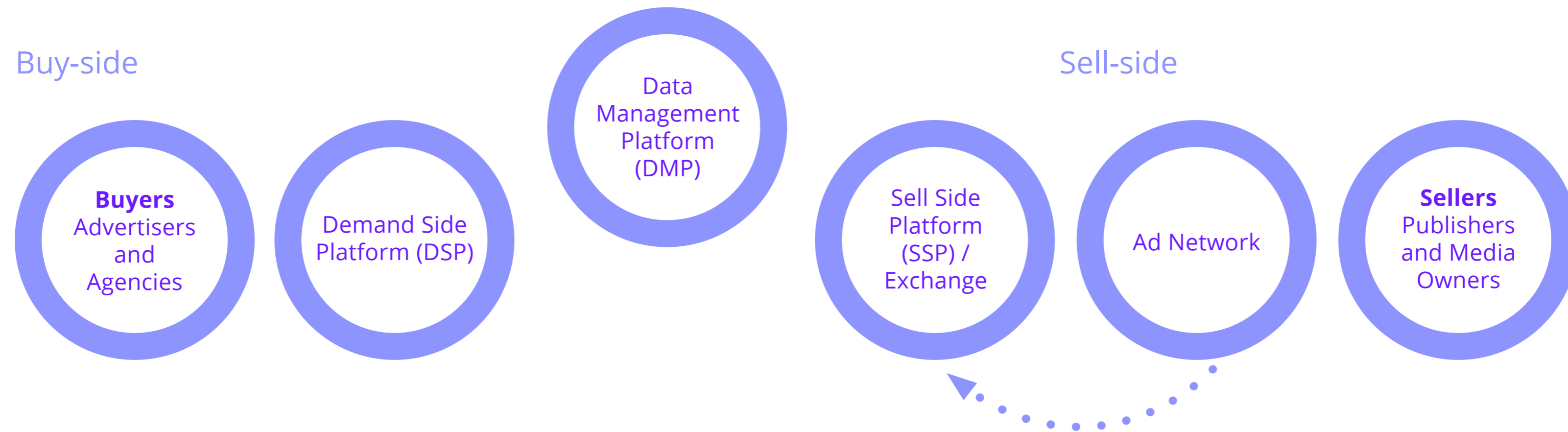




Ad Network to Data provider

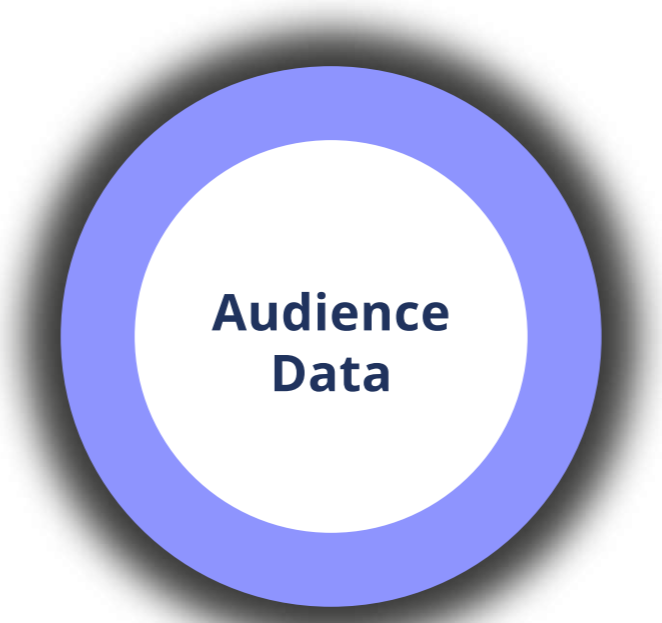
- What are the sources of the data you are providing?
- Is this data collected in a GDPR compliant way?
- How can you protect against audience profiling by third-parties?
- How do you prevent malware?
- Can I block specific ad technology?
- How is the advertiser converting offline data to online data?



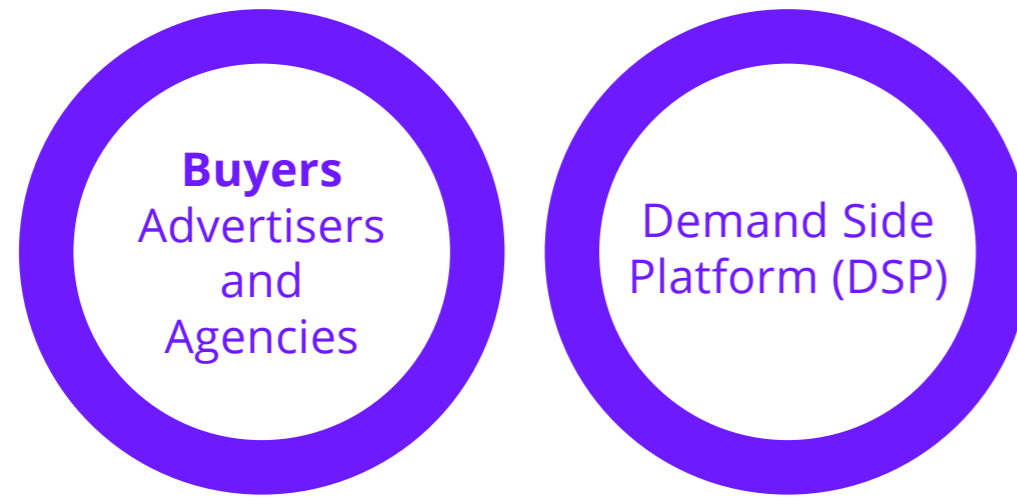


Ad Network to SSP

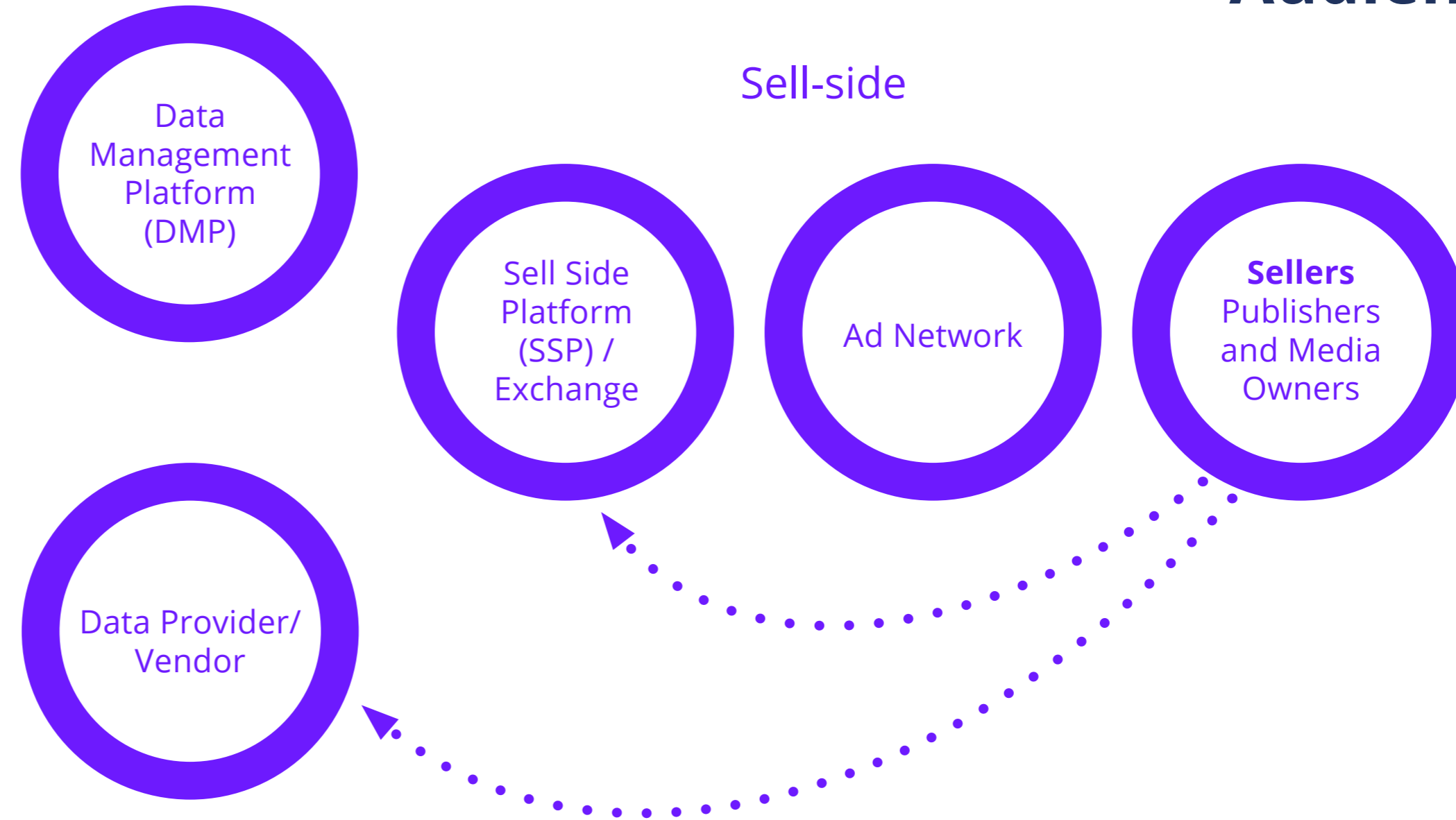
- Do I pay media fees here?
- Do I pay platform fees here?
- Are fees correlated with volume or price, or both?
- What service model is being deployed?



Buy-side



Sell-side



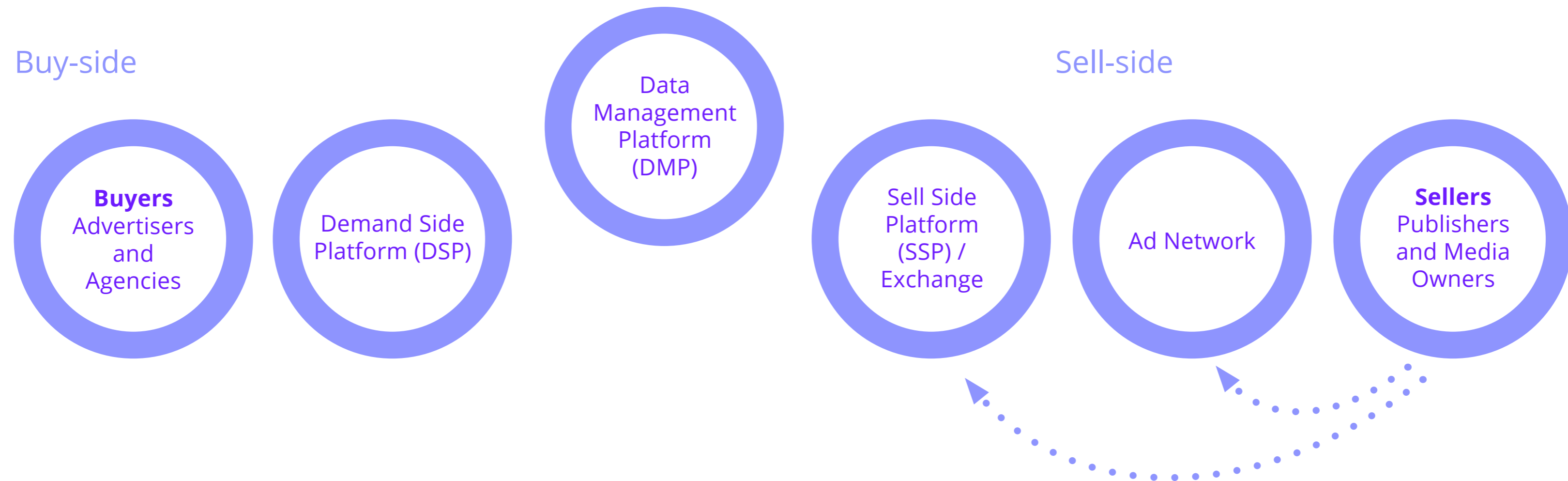
Seller to SSP

- Under which legal basis are you storing cookies for in line with GDPR and national legislation?
- How can I use my data for premium programmatic transactions, e.g. via a PMP or programmatic guaranteed?
- How can you protect against audience profiling by third-parties?
- How do you prevent malware?
- Can I block specific ad technology?

Seller to Data Provider

- How unique is the data? Is it being bid on by many buyers pushing up the auction price?
- What are the sources of the data you are providing?
- Is this data collected in a GDPR compliant way?
- How is the advertiser converting data to online data?





Seller to Ad Network

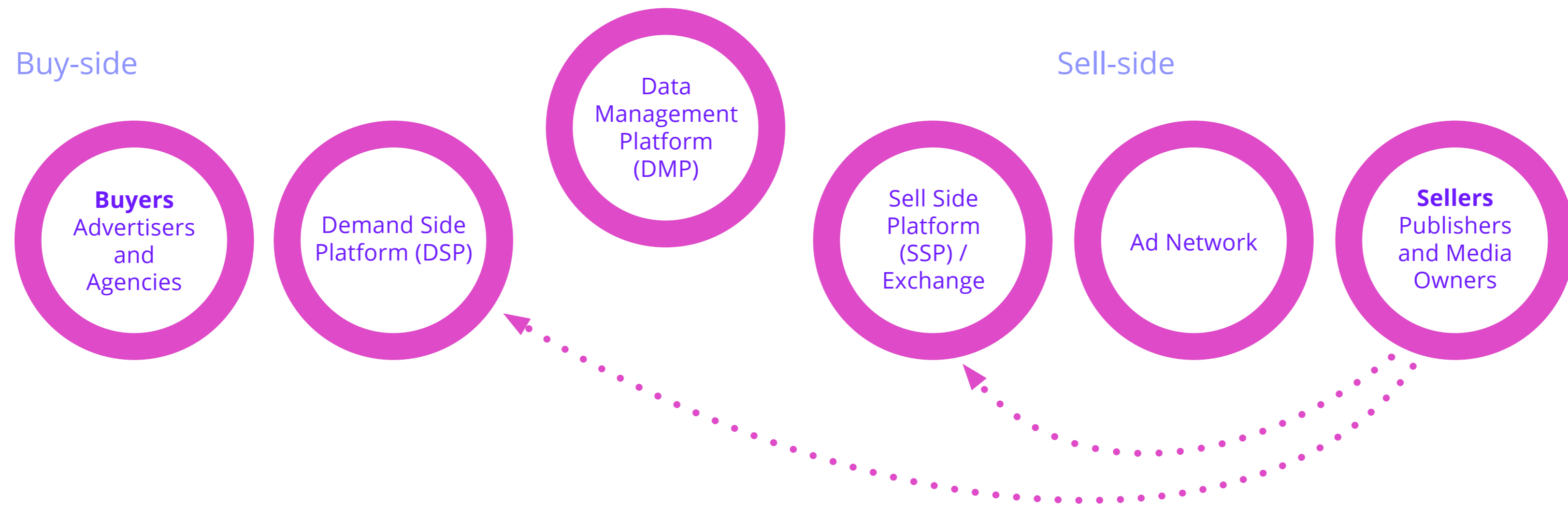
- Do I pay media fees here?
- Do I pay platform fees here?
- Are fees correlated with volume or price, or both?
- What service model is being deployed?

Seller to SSP

- Do you know if the advertiser is being charged any margin?
- Do I pay media fees here?
- Do I pay platform fees here?
- Are fees correlated with volume or price, or both?
- What service model is being deployed?



Inventory source



Seller to SSP

- Is the supply directly linked to the SSP?
- Can a PMP be setup or is the SSP required?
- Can I run a blacklist or whitelist?
- What information do I need to list you in my ads.txt file?
- How do you prevent malware?
- Can I block specific ad technology?

Seller to DSP

- Do you represent any unique demand?



For more information, please contact:

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