Data Transparency Standard 1.0

1. Minimum Segment Disclosures: Required Fields, Formatting Requirements, and Accountability for Entry/Validity

Section	Field Name	Field Options	Format Requirements	Description	Accountable (compliance)	Responsible (compliance)
Data Summary	Provider Name	Free text	Alpha-numeric: 100 characters	Name of the business entity selling the data.	Data Seller	Data Marketplace
	Provider Contact Info	Free text	Alpha-numeric: 100 characters	Email address where provider can field inquiries about segment	Data Seller	Data Marketplace
	Segment Name	Free Text	Alpha-numeric: 100 characters	Provider's descriptive name of audience attribute contained in segment	Data Seller	Data Marketplace
	Standardized Segment Name*	Free text *Tier 1, 2, and "final" Tier of Taxonomy naming convention is required to be displayed.*	Alpha-numeric: 100 characters	Declaration of the most accurate standardized name as selected from IAB Audience Taxonomy 1.0 [**LINK**].	Data Seller	Data Marketplace
	Segmentation Criteria	Free text	Alpha-numeric: 500 characters	Description of the rules applied by the seller that govern inclusion of data points into the online audience segment. Sellers may wish to include provenance, recency, and frequency logic, as well as core differentiating factors that a buyer may want to evaluate during purchase decision	Data Seller	Data Marketplace
	Audience Precision Level	Individual Household Business Device ID Browser Geography	Multi-select: Dropdown	The level of granularity for audience composition	Data Seller	Data Marketplace
	ID Count	Free text	Alpha-numeric: 15 characters	The number of IDs contained in the segment.	Data Marketplace	Data Seller
	ID Type(s)	Cookie ID Mobile ID Platform ID	Multi-Select: Dropdown	The currency of activation IDs	Data Marketplace	Data Seller
	Geography**	Select from: ISO-3166-1-alpha-3	Multi-Select: Dropdown	Geographies associated with the coverage of the segment.	Data Seller	Data Marketplace
	Privacy Policy	Free text	Alpha-numeric: 100 characters	Hyperlink to the seller's privacy policy	Data Seller	Data Marketplace
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	Origin of the raw data used to compile the audience	Data Seller	Data Marketplace
	Data Inclusion Methodology	Observed/Known Declared Inferred	Multi-Select: Dropdown	Description of seller's relationship to the audience attribute / information being sold: **Observed / Known** - The underlying audience attributes are directly observed	Data Seller	Data Marketplace

		Derived Modeled****		**Declared** - The underlying audience attributes are self-reported by the audience members **Derived** - The underlying audience attributes are computed based on other known or declared fields on record **Inferred** - The underlying audience attributes are determined from business rules or logic **Modeled** - The underlying audience attributes are calculated using an algorithm, with a seed as the source		
	Audience Expansion ****	Yes No	Single-Select: Dropdown	Was look-a-like modeling used to include "similar" IDs?	Data Seller	Data Marketplace
	Cross-device Expansion	Yes No	Single-Select: Dropdown	Was the segment expanded to include IDs thought to be associated with the devices of the same user, household, or business?	Data Seller	Data Marketplace
	Audience Refresh Cadence	Intra-day Daily Weekly Monthly Bi-Monthly Quarterly Bi-Annually Annually	Single-select: Dropdown	Cadence of audience refresh	Data Seller	Data Marketplace
	Source Lookback Window	Intra-day Daily Weekly Monthly Bi-Monthly Quarterly Bi-Annually Annually	Single-select: Dropdown	Period in the past that a qualifying event can occur for inclusion in audience	Data Seller	Data Marketplace
Onboarder Details**	**Input ID / Match Key**	Name Address Email Postal / Geographic Code Lat / Long Email Mobile ID Cookie ID IP Address Customer ID Phone Number N/A	Multi-Select: Dropdown	Input ID/ Match Key used by the Onboarder for matching	Data Seller	Onboarder (if distinct from Data Marketplace)
	Audience Expansion	Yes No N/A	Single-Select: Dropdown	Was look-a-like modeling used to include "similar" IDs before the data was matched to a digital identifier?	Data Seller	Onboarder (if distinct from Data Marketplace)
	Cross Device Expansion	Yes No N/A	Single-Select: Dropdown	Was the audience expanded to include affiliated devices and IDs before the data was matched to a digital identifier?	Data Seller	Onboarder (if distinct from Data Marketplace)
	Audience Precision Level	Individual Household Geography N/A	Single-Select: Dropdown	What is the precision level of the data before it was matched to a digital identifier?	Data Seller	Onboarder (if distinct from Data Marketplace)

Appendix: Below are outside resources that should be referenced, and conditional requirements depending on selections.

*   **Standardized Name:** See IAB Tech Lab Audience Taxonomy 1.0 found on IAB Tech Lab's website

**   **Geography:** see standardized country codes found within ISO-3166-1-alpha-3

***   **Data Sources:** selection of "offline" sources indicated necessitates completion of "Onboarder Details" section

****   **Data Inclusion Methodology Audience Expansion:** Selection of "Modeling" requires selection of "Yes" within "Audience Expansion" field