



Compliance Registry Guidelines

Version 1.0 | August 2020

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Executive Summary

IAB Tech Lab presently maintains and publishes a registry of all companies that have successfully completed one or more of Tech Lab's compliance programs, via our website and a machine readable API that can be used by companies, including but not limited to media buyers, advertisers and adtech vendors, to verify a company's compliance with a specific standards or set of standards. This is a helpful resource to verify the validity of claims made by companies about their implementation of Tech Lab standards.

We also realize that there are compliance and certification programs promoted by other organizations that address industry certification needs.

The objective of the IAB Tech Lab Compliance Registry is to not only publish details of companies that are certified by Tech Lab under its standards, but also provide a platform for other organizations to distribute the results of their certification and/or compliance programs.

Today this data is fragmented and needs to be collected from different sources in various shapes and sizes. A global Compliance Registry will provide advertisers, adtech vendors and media buyers a comprehensive and consolidated view of a company's status for the various industry compliance and certification programs in a consistent and easy to access format.

This guidance outlines the Compliance Registry, criteria to be included in the Registry and scope of IAB Tech Lab work to support this initiative.

Compliance Registry

IAB Tech Lab compliance Registry (the, “Registry”) is a tool available to any organization (each a “Contributor”) that runs an industry compliance or certification program. Contributors will provide IAB Tech Lab with access to the information about their program and the list of companies that satisfy their criteria for compliance (each, a “Contribution”).

IAB Tech Lab will contribute the certification program results to the Registry and aggregate that with the Contributions provided by other Contributors. The resulting compilation will be published in the Registry and made available via the IAB Tech Lab website (<https://iabtechlab.com/compliance-programs/compliant-companies/>); IAB Tech Lab will work to make a machine readable API version available that can be readily integrated with any organization that wants to make use of the Registry contents upon entering into a license agreement.

Compliance Registry Contributors

Industry organizations that promulgate industry standards (other than those owned by IAB Tech Lab) and have your own compliance or certification program, can serve as a Contributor to the Registry provided following requirements are met:

- Contributor must be the promoter and manager of the compliance or certification program, although Contributor may execute the compliance or certification through an authorized third party(ies);
- Contributor must be the issuer of the certification or compliance verification to entities;
- The compliance program or certification must be designed for the industry and be impartial -- i.e. it is same for every entity in the industry; and
- The compliance program or certification does not involve self-assessment by the entity being certified or tested for compliance.

Compliant Companies

Tech Lab does not determine any company's compliance with a particular Contributor. Any questions or concerns that a company has about their certification status must be addressed to the applicable Contributor.

Compliance Registry Submission Guidelines

To become part of the Registry, the Contributor must:

1. Manage its own compliance or certification program, and publish the criteria of the compliance or certification program, including outlining what is being certified and the method used for certification.
2. Submit its compliance program criteria to IAB Tech Lab to review and assess that(i) it is suitable for the Compliance Registry; (ii) the program operates in a manner consistent with the purposes for which it is designed; (iii) and is rigorous enough to provide for consistent compliance outcomes.
3. Provide minimum data about the content of Contribution as required by IAB Tech Lab.
4. Provide a method to regularly update the content of their registry
5. Not submit contributions for IAB Tech Lab standards or compliance programs directly administered by IAB Tech Lab.

In order to contribute content to the Registry, the Contributor must provide the following information to IAB Tech Lab:

- Industry Standard or Contributor Compliance Program Name
- Scope of the program
- Platforms covered e.g. website, iOS, Android, Connected TV
- Media Type covered e.g. Video, Audio, Podcast, Website
- Specific guidelines or parameters for which the compliance is performed. E.g. Measurement of impressions, clicks, Invalid Traffic, Inventory, Reach
- Company Name- name of company that is certified
- Company operating domain- the domain or domains under which the company being certified operates its business

- App or SDK name if the company is a mobile app publisher or provider of mobile OS based SDKs
- First Date Certified
- Last Date Certified
- Last Updated Date

IAB Tech Lab will determine the exact data after its review of the compliance program

Publication of Compliance Registry

IAB Tech Lab will publish the Registry on the IAB Tech Lab website: (<https://iabtechlab.com/compliance-programs/compliant-companies/>) Users will be able to view the most current version of the Contribution upon entering into a license agreement. Registered users will get access to an API to enable machine readable download of the Registry content. IAB Tech Lab may present other compliance data or multiple contributions for the same company. IAB Tech Lab will provide a link back to the Contributor's website for users to connect with the Contributors if needed.

Tech Lab will process contributions for a fee to account for infrastructure and API maintenance cost.