

GOLD STANDARD 2.0 – RULES FOR MEDIA AND SITE OWNER

1. Register interest via <https://iabsverige.se/gold-standard/>
2. After registration, the company is contacted by an auditor selected by IAB Sweden
3. Appoint a responsible person for the Gold Standard within the company
4. The auditor provides a checklist specifying what needs to be complied with and begins reviewing internal processes
5. The company has a maximum of 6 months to complete the process
6. Upon successful audit with presented documentation, a seal is issued by IAB Sweden

RULES OF GOLD STANDARD 2.0

PART 1: AD FRAUD

Media / site owner shall certify the following upon registration:

1. Applies ads.txt and app-ads.txt
2. Established an "Inclusion list" for companies that are authorized to sell the site(s)' advertising inventory
3. Applies [IAB US/ABC UK Spiders & Robots List](#)

Regulations

§1. Media owner complies to [IAB Tech Labs ads.txt standards](#) by listing who is authorized to sell one's ad inventory, preventing the sale of fake inventory.

§2. Media owner uses ads.txt on all websites included in the certification.
App owners make use of App-Ads.txt. "Developer Website" must be correctly updated in the app stores.

§3. Media owner uses IAB/ABC UK Spiders & Robot List, either through own application or through system supplier.

§4. Media owner ensures that sellers.json and OpenRTB Supply Chain-object are implemented.

PART 2: USER EXPERIENCE

Media / site owner shall certify the following upon registration:

1. Media owner certifies compliance with IAB TECH LAB [LEAN](#) principles (Light, Encrypted, AdChoice-supported, Non-invasive ads), IAB Gold Standard incl. Coalition for Better Ads
2. Ads with file weights in accordance to IAB Swedens [Creative Guidelines](#)
3. Encryption (HTTPS)
4. Data collection procedure that gives consumers choice, recommendations on application of OBA/adChoices and/or IAB Transparency & Consent Framework
5. That appropriate methods are used for collecting consent, for example with IAB Transparency & Consent Framework (TCF) 2.2 unless legitimate interest is the only legal basis used.
6. Media owner displays a Cookie Policy in accordance with GDPR.

Regulations

§1. Media owner shall follow the framework described in Svensk Display Standard 2.2 and IAB Sweden Creative Guidelines, and comply with Gold Standard and not use disruptive formats defined by Coalition for Better Ads. Media owners must demand suppliers to follow the framework regarding ads file weight and number of file calls. Formats outside the Swedish & International Display Standard are possible as long as they comply with Coalition for Better Ads.

§2. Clearly defined ad space with ad labeling. Content in an ad unit must be clearly distinguishable from editorial content on the web page.

§3. Sound must be user initiated.

§4. Upon user interaction, video ads must include play, pause, mute, or volume control to zero for videos that expand out of the initial ad upon interaction.

§5. The website is encrypted according to certificate HTTPS.

§7. Present information about interest-based advertising that is explained in an understandable way and complies to the GDPR.

PART 3: BRAND SAFETY / BRAND SUITABILITY

Gold Standard has established guidelines that must be followed to ensure brand safety and brand suitability.

IAB Gold Standard certifies publishers and platforms to ensure that their advertising environments do not contain harmful content and are Brand Safe (i.e., safe places for brands). Harmful content includes, for example, violence, weapons, harassment, disinformation, and pornographic content.

Media / site owner shall certify the following upon registration:

1. Share which tools are implemented to avoid advertising placed in harmful content and the possibility of managing ad placement in relevant content.
2. Explain work routines to ensure Brand Safety/Suitability. The Gold Standard recommends that media owners identify and act within 24 hours of discovery.
3. Describe what internal training of relevant personnel within Brand Safety/Suitability processes are in place.
4. Share contact details for the person in charge of the work with Brand Safety/Suitability. Mail and phone.

Regulations

§1. Media owner shall ensure that cooperations with medias/aprtners are enabled and followed by either

- a) a customer agreement, or
- b) specified terms in an agreed or signed contract

To be noted, publicists obey [journalistic responsibility](#).

§2. Above agreements shall include where advertisements should/should not be displayed. Media owners should choose to verify this through one of the approaches below to minimize misplaced ads:

- a) List of suitable/unsuitable advertising environment based on criteria established in consultation with buyer prior to delivery (IO / inclusion/exclusion list).
- b) Recommends the use of an independently certified Content Verification (CV) tool or equivalent for an automated process.

§3. Media owner confirms that they apply the specific requirements referred to in §2, to minimize the risk of ad misplacement, regardless of whether the ad space is retrieved directly or indirectly.

§4. Media owner shall explain the process(es) underlying the requirements required to comply with these rules.

§5. Media owner must be aware of the contractual consequences if they fail to monitor this process and act on the ad misplacement recommendation.

§6. Media owner ensures a publishing policy/routine is in place and is clearly defined and communicated to each client, including timeframes for removal of inappropriate ads.

§7. Media owner shall maintain a log of events relating to misplaced advertisements and actions taken.



§8. Media owner that operates a platform with user-generated content must ensure that checks are carried out systematically to monitor and, if necessary, unpublish inappropriate content.

Companies has an obligation to report deviations from these regulations and other related events on an ongoing basis to IAB Sweden after certification has been issued.

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