



GOLD STANDARD 2.0 – RULES FOR ADTECH/MARTECH

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 12 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

Adtech/Martech companies shall certify the following upon registration:

1. Allows and enables the use of your platform ads.txt, sellers.json and app-ads.txt
2. The platform allows the functionality “inclusion list” as well as “exclusion list” for companies that are authorized to sell the websites’ ad inventory
3. Applies [IAB US/ABC UK Spiders & Robots List](#)

Regulations

§1. Ad tech company / system provider ensures and must be able to demonstrate that partners can use [IAB Tech Labs, ads.txt standards](#) that show who is authorized to sell a publicist/site owner's ad inventory, preventing the sale of fake inventory.

§2. Ad tech company / system provider offers technical solution to include its brand in ads.txt, sellers.json and app-ads.txt of partners.

§3. Delivered through the ads.txt, sellers.json and app-ads.txt files, at least 90% Swedish traffic is delivered.

§4. The share of Swedish app traffic is measured through app-ads.txt.

§5. Support the use of SupplyChain Object.

§6. IAB/ABC UK Spiders & Robot List must be able to be activated in the system

PART 2: USER EXPERIENCE

Adtech/Martech companies shall certify the following upon registration:

1. Compliance of IAB TECH LAB [LEAN](#) principles (Light, Encrypted, AdChoice-supported, Non-invasive ads), IAB Gold Standard incl. Coalition for Better Ads
2. Ads with light weight in accordance to IAB Sveriges [Creative Guidelines](#)
3. Encryption (HTTPS)
4. Data collection procedure and consumer choices (recommendation on the application of OBA/[adChoices](#) and/or [IAB Transparency & Consent Framework](#) (TCF) in accordance with the GDPR
5. Exclusion of disruptive format in accordance with Coalition for Better Ads

Regulations

§1. Adtech/Martech, so called system supplier, certifies that it complies with IAB Tech Lab LEAN principles and advocates this towards partners and customers.

§2. Ad tech company / system provider shall comply to the framework described in Svensk Display Standard 2.2 and IAB Sweden Creative Guidelines as well as comply to Gold Standard and not use disturbing format defined by Coalition for Better Ads.

§3. Ad tech company / system provider supports correct data collection procedures according to the GDPR and provides consumers with choices, with recommendation to apply OBA/adChoices and/or IAB Transparency & Consent Framework (TCF) or correspondent.

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.

Adtech/Martech companies shall certify the following upon registration:

1. Have a designed Brand Safety plan/strategy in which it is clear which work routines are in place relating to brand safety.
2. Explain work routines to ensure Brand Safety/Suitability.
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. Ad tech company / system provider 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

§2. Above agreement includes the functions that can be used to control where advertisements should not or should be shown. Ad tech company / system provider demonstrates the technical possibility that customers have to create a list of suitable/unsuitable advertising environment based on various criteria (exclusion lists/inclusion lists).

§3. Ad tech company / system provider explains the process(es) that can be applied by clients to minimize the risk of ad misplacement, regardless of whether the ad space is sourced directly or indirectly.

§4. Ad tech company / system provider should be aware of the contractual consequences if they shall fail to monitor process and react appropriately regarding the technical opportunities offered to customers.

§5. Responsible person at the company ensures that routines are in place and are clearly defined and communicated to each customer.

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.