TAG TrustNet Member Requirements
Advertiser

August 2021

Required Agreements

- TAG TrustNet Membership Agreement (signed with TAG)
- TAG TrustNet Licensing and Service Level Agreement (signed with Fiducia)

General Requirements

- Licensee should make sure that Ad servers, Content Verification Providers and DSPs in use have received Verified by TAG (https://www.tagtoday.net/verified-by-tag) status.
- Licensee should make sure that Ad servers, Content Verification Providers and DSPs in use support log level data product compliant with specifications set out in TAG TrustNet Requirements for respective vendor types:
    - Adserver
    - Content Verification Provider
    - Demand Side Platform
- (Optional) Licensee should make sure that SSPs in use support log level data product compliant with specifications set out in TAG TrustNet Requirements for SSP:
    - Supply Side Platform
- Licensee should configure all advertising tags for Ad servers and Content Verification Providers according to instructions provided by them or by Fiducia to correctly populate DSP Impression ID Passthrough data fields in their log files. Failure to do so will result in limited visibility of advertising delivery data in TAG TrustNet Node Manager and Supply Chain Monitor.

Log Level Data Accessibility Requirements

- Licensee should make sure that access for Ad Servers, Content Verification Providers and DSPs log level impression data for all Licensee authorised DSP seats IDs is provided to Fiducia or configured in Licensee's TAG TrustNet Node Manager within timings set out in the License Agreement.
- (Optional) Licensee should make sure that complete access for SSPs log level impression data for all Licensee authorised DSP seats IDs is provided to Fiducia or configured in Licensee's TAG TrustNet Node Manager within timings set out in the License Agreement.
- If Ad Server, Content Verification Provider, DSP or SSP provider has implemented Log Level Ingestion Automation as defined in TAG TrustNet Requirements for each respective vendor type, then Licensee can request activation of data access for Licensee's TAG TrustNet Node via simplified process directly from vendor.
- For every vendor log level data files should be provided with comprehensive documentation with detailed descriptions of all data fields provided, required data dictionaries.
- Impression events should be reported in compliance industry guidelines, e.g. IAB begin to render:
    - http://www.mediaratingcouncil.org/Desktop-Display-Impression-Measurement-Guidelines-US%20(MMTF%20Final%20v1.1).pdf,
    - https://www.iab.com/wp-content/uploads/2016/12/Digital-Video-Impression-Measurement-Guidelines_1.1.pdf,
    - http://www.mediaratingcouncil.org/Mobile%20In-App%20Measurement%20Guidelines%20(MMTF%20Final%20v1.1).pdf)
- For impressions where SSP log level impression data is not accessible, metrics on SSP/Exchange cost breakdown and supply path in the Supply Chain Monitor will be unavailable.
- For vendors, who are not fully compliant with TAG TrustNet Requirements, Fiducia Technology may not work to its full capacity. Fiducia will consult each Licensee on such cases.

Compliance with Data Protection Laws

- Log level data provided for ingestion into TAG TrustNet shall not include any Personal Data (as defined below) and, as such, should fall outside of the scope of any data protection laws, including, without

limitation, the GDPR and the CCPA. All Personal Data, and any data fields which represent pseudonymous data, shall be removed from the data before it is ingested into TAG TrustNet. "Personal Data" means any information defined as "personal data," "personal information," "personally identifiable information," "nonpublic personal information," or other similar term under any applicable data protection laws.