



TAG TrustNet Member Requirements
Publishers

August 2021

Required Agreements

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

General Requirements

- Publishers are required to receive Verified by TAG (<https://www.tagtoday.net/verified-by-tag>) status before applying for TAG TrustNet Membership.
- Provide required legal consents and opt-ins to all integrated ad server and SSP providers to share publisher related ad impression data with advertisers including costs breakdown as defined in TAG TrustNet Requirements for these vendors.
- Provide and regularly update comprehensive list of sites and applications owned by a publisher to TAG for inclusion into Verified by TAG database records.

Log Level Data Accessibility Requirements (Optional)

- Publisher optionally may decide to make Google Ad Manager log files available for advertisers over TAG TrustNet to enable analysis of Google costs for them.
- In that case, publisher is required to have access to Google Ad Manager Data Transfer impression log files and their data fields defined in the section "Required Data Fields for Google Ad Manager Data Transfer" below.
- Publisher need to configure Fiducia Reconciliation SDK tag on its sites and applications in accordance with instructions provided by Fiducia.
- Fiducia will configure an instance of TAG TrustNet Node for a publisher using provided Google Ad Manager Data Transfer access credentials, which will automatically share publisher Google Ad Manager Data Transfer impression log level data with TAG TrustNet Nodes of DSP seat owners determined using Reconciliation SDK.
- Data will be protected from unauthorised access end-to-end using encryption in transit and at rest.

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.

Required Data Fields for Google Ad Manager Data Transfer

Required File Names	
NetworkImpressions, NetworkBackfillImpressions NetworkCodeServes, NetworkBackfillCodeServes	
Required Fields	Recommended Fields
Time AdvertiserId OrderId LineItemId CreativeId CreativeVersion CreativeSize IsCompanion IsInterstitial AdUnitId CustomTargeting Country RequestedAdUnitSizes Product KeyPart TimeUseC2 ActiveViewEligibleImpression EventTimeUseC2 EventKeyPart RefererURL EstimatedBackfillRevenue YieldGroupCompanyId MobileAppId DealId DealType AdxAccountId SellerReservePrice Buyer Advertiser ImpressionId CreativeSizeDelivered OptimizationType	Region Browser OS Domain City Bandwidth BrowserId OSId CountryId RegionId CityId BandwidthId MobileDevice OSVersion BandwidthGroupId DeviceCategory VideoPosition PodPosition VideoFallbackPosition YieldGroupNames RequestLanguage NativeFormat NativeStyle

File Names	
<i>NetworkBackfillBids</i>	
Required Fields	Recommended Fields
AdUnitId AdxAccountId AuctionType BidAdvertiser BidBidder BidBuyer BidDealId BidDealType BidPrice BidRejectionReason BidSellerReservePrice BidYieldGroupCompanyId Country CountryId DeviceFamily KeyPart LineItemId MobileAppId OptimizationType OrderId OSFamily Time TimeUseC2	YieldGroupNames