



TAG TrustNet Supply Side Platform Requirements

Version: 1.2

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Required Agreements

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

General Requirements

- SSPs are required to receive Verified by TAG (<https://www.tagtoday.net/verified-by-tag>) status before applying for TAG TrustNet Membership.
- SSPs are required to provide log level data to their clients, compliant with specifications set out below, specifically the 'required' fields.

Log Level Data Accessibility Requirements

- Log level data access must be provided to clients promptly upon request by the DSP seat owner.
- SSPs shall not prevent or delay its clients from accessing log level data and support the goal of its ingestion into TAG TrustNet for analysis and/or sharing with third parties.
- Log level data files must be provided with comprehensive documentation including detailed descriptions of all data fields (typically with a data dictionary).
- Impression events must be reported in compliance with industry guidelines, e.g., IAB begin to render:
 - [http://www.mediaratingcouncil.org/Desktop-Display-Impression-Measurement-Guidelines-US%20\(MMTF%20Final%20v1.1\).pdf](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](http://www.mediaratingcouncil.org/Mobile%20In-App%20Measurement%20Guidelines%20(MMTF%20Final%20v1.1).pdf)

Log Level Data Ingestion Automation (Optional)

- To simplify the activation of a SSPs log level data in TAG TrustNet for SSP clients, the SSP may support the following mechanism:
 - Upon a client's request for a log level data feed enablement for an owned seat ID:

- Start continuous upload of seat ID log files into TAG TrustNet Node Amazon S3 storage bucket provided by Fiducia; or,
- Enable seat ID log data in the data view shared with Fiducia Snowflake account using Snowflake Data Exchange;
- Fiducia will configure a dedicated instance of TAG TrustNet Node for each SSP, which will automatically share provided SSP seat log level data with TAG TrustNet Nodes of DSP seat owners;
- 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 must 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, must be removed from the data set that you provide before it is ingested into the TAG TrustNet. Further, you must not use any data accessed or received by use of the TAG TrustNet to generate, infer, or otherwise Process Personal Data.
 - “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 privacy or protection laws.
 - “Process” means (a) any operation or set of operations which is performed on Personal Data or on sets of Personal Data, whether or not by automated means or (b) as such term (or similar term) is otherwise defined under applicable data privacy or protection laws.

Log Level Data Technical Requirements

The tables below list the type of data files required, the frequency, and format.

	Log Files Data Required	Frequency
SSP	Impressions, Data Dictionaries	New log file entries must become available continuously to Fiducia within 24 hours

Technical Requirements

- SSP are required not to change data record contents in internal systems in a way that they will become out of sync with log level data provided to a client. If data restatement is required, then the seat owners and TAG TrustNet must be informed in a timely fashion so impression events can be reprocessed.
- Impression log file records and database records provided to a client are deemed immutable in TAG TrustNet for the purpose of ad delivery audit.
- Impression log file records must be included in the log files no later than 48 hours after the impression event. Any impression log file record delivered beyond this time limit will be ignored for the purpose of ad delivery audit in TAG TrustNet.
- Timestamps for impression events must be determined on the server-side using an authoritative time source.
- Timestamps must always be reported in UTC time zone.
- If impression records are reported via database (e.g., Snowflake), they must contain both the impression timestamp and timestamp of data record insertion into the log database.
- As part of SSP log file delivery, data dictionaries allowing the mapping of impression record data fields to their meaning must be provided at least every 24 hours.
- Reported seller IDs and buyer IDs have to match respective records in sellers.json and buyers.json files.
- SSP must ensure that no impression records are filtered in log files due to technical or legal constraints and every delivered impression is reported. SSP must ensure that seller agreements allow this.

Required and Recommended Data Fields

The following table details the ‘required’ and ‘recommended’ fields for impression events, with references to the OpenRTB specs where appropriate.

Field Name	Status	Description
Event Type	Required	Detailed type of the reported event: bid response received, auction win notice, impression begin to render, click, etc. This may be reported as different events for subsequent matching or may be flagged as fields in the single impression event.
Timestamp	Required	The date and time of the impression event. Has to be reported in sync with authoritative time source in UTC time zone.
Costs Disclosure	Required	Whether seller agreement / opt-in allows SSP to populate cost data fields.
Seat Owner / Partner Name	Recommended	The name of the agency / advertiser, which has legal agreement with SSP and owns DSP seat, if available
DSP ID	Required	DSP name or ID, which identifies DSP which requested the impression
Seat ID	Required	DSP seat ID For oRTB 2.x: bidresponse.seatbid.seat. oRTB 3.x: response.seatbid.seat.
Seller ID	Required	The ID of the Seller (publisher, ad network, another Exchange/SSP), shall match with a seller_id in SSP's sellers.json file. Maps to the specific entity that served the impression, publisher or intermediary entity.
Seller Name	Required	Seller legal entity name
Seller Type	Required	PUBLISHER, INTERMEDIARY or BOTH in the meaning defined in sellers.json specification (https://iabtechlab.com/wp-content/uploads/2019/07/Sellers.json_Final.pdf), shall match with seller classification in SSP's sellers.json file
Seller Domain	Required	Domain, where Seller sellers.json file is located, when seller type is INTERMEDIARY or BOTH
Advertiser ID	Required	The advertiser ID in the reporting system that identifies advertiser who have purchased the impression. Mapping of advertiser IDs and advertiser names should be provided by reporting platform.
Advertiser Domain	Required	Advertiser domain. oRTB 2.5: bidresponse.seatbid.bid.adomain. oRTB 3.0: response.seatbid.bid.media.ad.adomain.
Campaign ID	Required	The campaign ID received from DSP. For oRTB 2.x: bidresponse.seatbid.bid.cid. oRTB 3.x: response.seatbid.bid.cid.
Creative ID	Required	The creative ID number received from DSP. oRTB 2.x: bidresponse.seatbid.bid.crid, oRTB 3.x: response.seatbid.bid.media.ad.id.
Creative Type	Recommended	The creative type in the reporting system. ORTB 2.x: bidresponse.seatbid.bid.attr, oRTB 3.x: response.seatbid.bid.media.ad.attr. See creative type in table 5.3 in OpenRTB 2.x or the List: Creative Attributes in oRTB 3.x.
Country	Required	The country where the ad was served.

		For oRTB 2.x: bidrequest.geo.country, oRTB 3.x: request.context.geo.country.
Device Type	Required	The oRTB type of the device, if available (oRTB 2.x: bidrequest.device.devicetype, oRTB 3.x: request.context.device.type). See device type in oRTB 2.5 table 5.21 or List: Device Types in oRTB 3.x.
OS Type	Recommended	OS type. This may differ by data provider and require creation of mapping dictionary.
Browser Type	Recommended	Browser type. This may differ by data provider and require creation of mapping dictionary.
City	Recommended	City.
Deal ID	Required	The deal ID when available (oRTB 2.x: bidresponse.seatbid.bid.dealid, oRTB 3.x: response.seatbid.bid.deal).
Auction Type	Recommended	The type of the RTB auction, first or second price. (oRTB 2.x: bidrequest.at , oRTB 3.x: Entdecke die neuesten IT Jobs Wien ReQuest GmbH).
Supply Chain Object	Recommended	The entire supply chain object reported to the DSP. This should include all nodes in the nodes array. (oRTB 2.4: bidrequest.ext.schain, oRTB 2.5 bidrequest.source.ext.schain, oRTB 3.x: request.source.ext.schain).
Demand Chain Object	Recommended	The entire demand chain object reported by the DSP in BidResponse. This should include all nodes in the nodes array. (oRTB 2.4: bidresponse.ext.dchain, oRTB 2.5 bidresponse.seatbid.bid.ext.dchain, oRTB 3.x: bidresponse.seatbid.bid.ext.dchain).
ads.txt Validation	Recommended	Validation that the Seller is a publisher or is listed in the publisher's ads.txt file.
Page URL	Required	Publisher site URL, where the impression was served (oRTB 2.x: bidrequest.site.page. , oRTB 3.x: request.context.site.page).
Site Domain	Required	The publisher site domain, where the impression was served (oRTB 2.x: bidrequest.site.domain, oRTB 3.0: request.context.site.domain).
App Domain	Required	The app domain for the application, where the impression was served (oRTB 2.x: bidrequest.app.domain, oRTB 3.0: request.context.app.domain).
App Bundle	Required	The app bundle for the application, where the impression was served (oRTB 2.x: bidrequest.app.bundle, oRTB 3.0: request.context.app.bundle).
App Store URL	Required	The app store URL for the application, where the impression was served (oRTB 2.x: bidrequest.app.storeurl, oRTB 3.0: request.context.app.storeurl).
oRTB Bid Request Impression ID	Required	The oRTB ID of the impression in BidRequest. oRTB 2.x: bidrequest.imp.id ; oRTB 3.x: bidrequest.item.id .
oRTB Bid Request ID	Required	The oRTB ID of the bid request (oRTB 2.x: bidrequest.id , oRTB 3.0: request.id).
Integration Type	Required	Description of the exchange or integration type for an auction (e.g.,

		exchange bidding, header bidding wrapper, etc.).
Winning Bid Price in USD	Required, if Cost Disclosure = True	Winning bid in the auction in USD.
Floor price	Recommended, if Cost Disclosure = True	The minimum price floor for the impression.
Gross Revenue in USD	Required, if Cost Disclosure = True	Impression cost invoiced to the buyer for a winning bid in USD. This number reflects clearing price for first and second price auctions and will be matched against media cost number reported by buyer and buyer invoice.
Buyer Currency	Required, if Cost Disclosure = True	The currency of the invoice to the Buyer (DSP).
Buyer Exchange Rate from USD	Required, if Cost Disclosure = True	The currency conversion rate between USD and invoice currency, if applied for the buyer.
Media Cost in USD	Required, if Cost Disclosure = True	The amount in USD the seller is paid by reporting platform for impressions, excluding platform's fee. This number will be matched against revenue number reported by seller.
Seller Exchange Rate from USD	Required, if Cost Disclosure = True	The currency conversion rate between USD and seller currency, if applied for the seller.
Platform Fees Breakdown in USD	Recommended, if Cost Disclosure = True	Detailed breakdown of SSP platform fees. Sum of platform fees can be calculated as a difference between gross revenue in USD and media cost in USD.