



## Data Transparency Standard 1.1

### 1. Minimum Segment Disclosures: Required Fields, Formatting Requirements, and Accountability for Entry/Validity

Section	API Flat file key	Field Name	Field Options	Format Requirements	Description
Data Summary	provider_name	Provider Name	Free text	Alpha-numeric: 100 characters	Name of the business entity making the attribute determination.
	provider_domain	Provider Domain	Valid domain	Alpha-numeric: 100 characters	Domain associated with the business entity making the attribute determination.
	provider_email	Provider Contact Email	Free text	Alpha-numeric: 100 characters	Email address where provider can field inquiries about segment / cohort
	audience_name	Provider's Audience Name	Free Text	Alpha-numeric: 100 characters	Provider's descriptive name of audience attribute contained in the segment / cohort
	audience_id	Provider's Audience ID	Free Text	Numeric: 15 characters	Audience segment's unique internal ID as specified by the Provider
	taxonomy_id_list	Standardized Audience ID(s)*	Select from: IAB Tech Lab Audience Taxonomy 1.1	Alpha-numeric: 100 characters	Comma separated list of the standardized IDs that, in combination, best describe audience attribute (as selected from IAB Tech Lab Audience Taxonomy 1.1 [LINK]). Audience taxonomy IDs with "Purchase Intent Classification" modifiers would be delimited via pipe character. Order of Audience IDs should be sequential, and order of modifiers attached to an ID should be alphabetical. Ex: "123 PIFI2 PIPV1,456 PIFI3,789 PIPV1".
	audience_criteria	Segmentation Criteria	Free text	Alpha-numeric: 500 characters	Description of the rules applied by the seller that govern inclusion of data points into the online audience segment. Sellers may wish to include provenance, recency, and frequency logic, as well as core differentiating factors that a buyer may want to evaluate during purchase decision
	audience_precision_levels	Audience Precision Level	Individual Household Business Device Browser Geography	Multi-select: Dropdown	
	audience_scope	Audience Scope *****	Single domain / App ***** Cross-domain within O&O Cross-domain outside O&O N/A (Offline)***	Alpha-numeric: 1000 characters	The contexts within which an attribute was determined.
	originating_domain	Originating Domain *****	Valid top level domain / app store URL ***** N/A (Undeclared) N/A (Cross-domain, Offline)	Alpha-numeric: 100 characters	Domain of the digital property where the audience originates
	audience_size	Audience Size	Free text	Numeric: 15 characters	Estimated count of addressable units specified within "Audience Precision Level" field.
	id_types	ID Type(s)	Cookie ID Mobile ID Platform ID User-enabled ID	Multi-Select: Dropdown	The ID currencies that were analyzed in order to determine an audience attribute.
	geocode_list	Geography**	Select from: ISO-3166-1-alpha-3	Multi-Select: Dropdown	Pipe separated list of the geographies in which the attribute data was collected.
	privacy_compliance_mechanisms	Privacy Compliance Mechanisms Used	TCF (Europe), USPrivacy, LSPA, NAI Opt Out, DAA, EDAA, DAAC, GPC, Other (Not Listed), None	Multi-Select: Dropdown	Declaration of consumer data transparency and consent tools that provider applies
	privacy_policy_url	Privacy Policy	Free text	Alpha-numeric: 100 characters	Hyperlink to the seller's privacy policy
iab_techlab_compliant	IAB Tech Lab Compliant	Yes No		Binary declaration regarding whether an organization has completed IAB Tech Lab's Data Transparency Standards compliance audit.	
Audience Details	data_sources	Data Source(s)***	App Behavior App Usage Web Usage Geo Location Email	Multi-Select: Dropdown	Origin of the raw data used to compile the audience

			TV OTT or STB Device Online Ecommerce Credit Data Loyalty Card Transaction Online Survey Offline Survey*** Public Record: Census*** Public Record: Voter File*** Public Record: Other*** Offline Transaction***		
	<b>audience_inclusion_methodology</b>	<b>Data Inclusion Methodology</b>	Observed/Known Declared Inferred Derived Modeled****	Multi-Select: Dropdown	Description of seller's relationship to the audience attribute / information being sold:  <b>Observed / Known</b> - The underlying audience attributes are directly observed <b>Declared</b> - The underlying audience attributes are self-reported by the audience members <b>Derived</b> - The underlying audience attributes are computed based on other known or declared fields on record <b>Inferred</b> - The underlying audience attributes are determined from business rules or logic <b>Modeled</b> - The underlying audience attributes are calculated using an algorithm, with a seed as the source
	<b>audience_expansion</b>	<b>Audience Expansion ****</b>	Yes No	Single-Select: Dropdown	Was look-a-like modeling used to include "similar" IDs?
	<b>device_expansion</b>	<b>Cross-device Expansion</b>	Yes No	Single-Select: Dropdown	Was the segment expanded to include IDs thought to be associated with the devices of the same user, household, or business?
	<b>audience_refresh</b>	<b>Audience Refresh Cadence</b>	Intra-day Daily Weekly Monthly Bi-Monthly Quarterly Bi-Annually Annually	Single-select: Dropdown	Cadence of audience refresh
	<b>lookback_window</b>	<b>Source Lookback Window</b>	Intra-day Daily Weekly Monthly Bi-Monthly Quarterly Bi-Annually Annually	Single-select: Dropdown	Period in the past that a qualifying event can occur for inclusion in audience
<b>Onboarder Details***</b>	<b>onboarder_match_keys</b>	<b>Input ID / Match Key</b>	Name Address Email Postal / Geographic Code Lat / Long Mobile ID Cookie ID IP Address Customer ID Phone Number N/A	Multi-Select: Dropdown	Input ID/ Match Key used by the Onboarder for matching
	<b>onboarder_audience_expansion</b>	<b>Pre-onboarding Audience Expansion</b>	Yes No N/A	Single-Select: Dropdown	Was look-a-like modeling used to include "similar" IDs before the data was matched to a digital identifier?
	<b>onboarder_device_expansion</b>	<b>Pre-onboarding Cross Device Expansion</b>	Yes No N/A	Single-Select: Dropdown	Was the audience expanded to include affiliated devices and IDs before the data was matched to a digital identifier?
	<b>onboarder_audience_precision_level</b>	<b>Pre-onboarding Audience Precision Level</b>	Individual Household Business Geography N/A	Multi-select: Dropdown	The level of granularity to which an audience was resolved before it was onboarded.



**Appendix:** Below are outside resources that should be referenced, and conditional requirements depending on selections.

- \* **Standardized Name:** See IAB Tech Lab Audience Taxonomy 1.0 found on IAB Tech Lab's website
- \*\* **Geography:** see standardized country codes found within ISO-3166-1-alpha-3
- \*\*\* **Data Sources:** selection of "offline" sources indicated necessitates completion of "Onboarder Details" section
- \*\*\*\* **Data Inclusion Methodology Audience Expansion:** selection of "Modeling" requires selection of "Yes" within "Audience Expansion" field
- \*\*\*\*\* **Audience Scope:** selection of "Single domain / App" requires addition of a valid top level domain / app store URL within the "Originating Domain" field