



Accredited by  
Media Rating Council

## Industry Standards

### Core Ad Verification Service

Tracked Ads: Display	D, MW, MA
Tracked Ads: Video	D, MW, MA, CTV
Rendered Ad Impressions: Display	D, MW, MA
Rendered Ad Impressions: Video	D, MW, MA, CTV
Viewable Ad Impressions and Viewability: Display	D, MW, MA
Viewable Ad Impressions and Viewability: Video	D, MW, MA, CTV
Ad Verification Processes (Property-level)	D, MW
Sophisticated Invalid Traffic Detection/Filtration	D, MW, MA, CTV
SSAI Video Metrics	D, MW, MA, CTV

*CTV accreditation applies to certified traffic only*

### Facebook

Rendered Ad Impressions: Display	D, MW, MA
Rendered Ad Impressions: Video	D, MW, MA
Viewable Ad Impressions and Viewability: Display	D, MW, MA
Viewable Ad Impressions and Viewability: Video	D, MW, MA

*Accredited metrics are specific to Facebook placements audited for 1st party measurement*

### Google ADH (YouTube)

Rendered Ad Impressions: Video	D, MW, MA
Viewable Ad Impressions and Viewability: Video	D, MW, MA

*Data from Google Ads, DV360 and YouTube Reserve services. Placements include YouTube Skippable in-stream, non-skippable in-stream, standard in-stream, in-stream select and bumper ads*



IAS viewability solutions  
are independently audited  
by ABC in the UK.



**TAG Platinum Status**  
1 of 34 companies globally



## Artificial Intelligence

ISO/IEC 42001:2023 is the world's first AI management system standard. Implementing this standard means the company has policies and procedures in place for the sound governance of an organization in relation to AI.

## Information Systems

Conformity with ISO/IEC 27001:2022 means that an organization or business has put in place a system to manage risks related to the security of data owned or handled by the company, and that this system respects all the best practices and principles of this International Standard.



IAS partners with TrustArc to provide transparency to our stakeholders and to demonstrate alignment with key regulations, standards, and governance frameworks. IAS is currently TrustArc certified in the following areas:

### RESPONSIBLE AI

Launched in 2024 and encompassing the leading AI governance frameworks, the TRUSTe Responsible AI certification demonstrates that the deployment and use of AI systems are aligned with the principles of fairness, security, and transparency.

### CERTIFIED PRIVACY

The TRUSTe Certified Privacy certification demonstrates that the company's privacy policies and practices meet the TRUSTe Enterprise Privacy & Data Governance Practices Assessment Criteria.

### PRIVACY VERIFIED

Companies maintaining the TRUSTe Privacy Verified seal certification have demonstrated that their privacy programs, policies and practices meet the requirements of EU-U.S. Data Privacy Framework Principles and/or Swiss-U.S. Data Privacy Framework Principles.

### GDPR VALIDATION

TRUSTe's General Data Protection Regulation Validation attests that the company's privacy and data protection practices meet the General Data Protection Regulation assessment criteria.

### DATA COLLECTION

TRUSTe's Data Collection certification is designed for companies in the advertising ecosystem to demonstrate compliant data collection from websites, mobile applications, and online channels that honors the preferences of end users.