

VERIFYING VENDOR COMPLIANCE

Streamlined process to evaluate the presence and activity of all executing vendors on publisher websites.

The ability to monitor and demonstrate regulatory compliance is critical in today's privacy-first environment. The IAB designed the Transparency and Consent Framework (TCF) to pass user consent from Consent Management Platforms (CMPs), but this does not ensure full compliance with regulatory bodies. The Media Trust provides publishers the information needed to identify all vendors and data activity across their sites and attributes it to the offending domain or vendor.

DID YOU KNOW?

- 700+** vendors on the IAB Global Vendor List (GVL)
- ~14%** digital ecosystem vendors are on the GVL
- ~45%** executing code is from non-GVL vendors
- ~27%** of domains dropping cookies do not belong to GVL vendors
- ~25%** domains drop cookies prior to consent being given

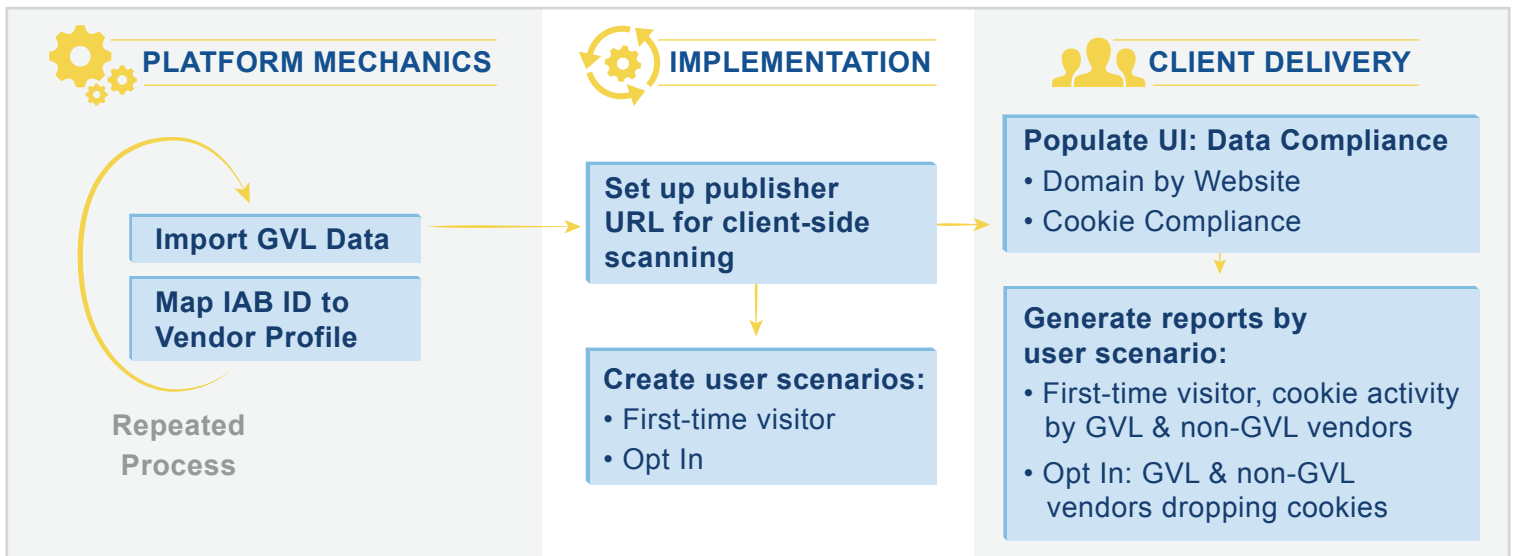
COST OF NON-COMPLIANCE

- Revenue loss
- Security vulnerabilities
- Regulatory fines
- Brand damage

VENDOR COMPLIANCE: EASY AS 1-2-3

Evaluation of regulatory compliance requires scanning from 2 perspectives:

- First-time user: initial visit to your site and presentation of consent prompt
- Opt in: user has consented to tracking



KEY DATA POINTS YOU NEED

Capture your vendor compliance risk profile by collecting critical data first-time and opt in visitors.

- ✓ IAB GVL participation
- ✓ IAB ID
- ✓ Cookie domain
- ✓ Cookie name
- ✓ Vendor name
- ✓ Legal purpose

<input type="checkbox"/> Cookie Name	<input type="checkbox"/> IAB GVL	<input type="checkbox"/> IAB ID	<input type="checkbox"/> Status	<input type="checkbox"/> Vendor Domain	<input type="checkbox"/> Vendor
<input type="checkbox"/> __146_cid	Yes	335	Authorized	bfmio.com	Beachfront Media, LLC
<input type="checkbox"/> __aasi	Yes	384	Authorized	adrta.com	Pixilate
<input type="checkbox"/> AWSELBCORS	No	-	Unauthorized	geniusmonkey.com	Genius Monkey
<input type="checkbox"/> __cfduid	No	-	Unauthorized	datarapper.de	Datawrapper

EVALUATE YOUR VENDOR COMPLIANCE RISK

- Step 1:** Identify all executing code and collect key data points
- Step 2:** Prioritize review of data points by user scenario and GVL participation
- Step 3:** Address non-compliant activity with offending vendor, document response, and consider removing the vendor from your digital environment

Digital is dynamic. You need real-time, client-side information to demonstrate compliance. The Media Trust doesn't just help you stay compliant—we empower you to hold your partners to account.