Data Transparency Standard

Independent Validation

March 31, 2024

Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. Pandora provides consumers a uniquely-personalized music and podcast listening experience with its proprietary Music Genome Project® and Podcast Genome Project® technology. Pandora is also the leading digital audio advertising platform in the U.S. Through its own Pandora service, its AdsWizz platform, and third-party services, such as SoundCloud, Pandora connects brands to the largest ad-supported streaming audio marketplace in the country. Pandora is available through its mobile app, on the web at www.pandora.com, and integrations with more than 2,000 connected products.

Pandora Music
2101 Webster Street, Suite 1650
Oakland, CA 94612
https://www.pandora.com/

IAB Tech Lab
116 East 27th Street, 7th Floor
New York, NY 10016

Compliance Key:

Supported:	Meets guideline control, no action required
Not Supported:	Does not meet guideline control, must be addressed before certification is issued
Not Applicable:	This criteria is not applicable or not in scope

I. Data Transparency Dissonance Control Objectives

Test No.	Control Area	Tests	Compliance
Section: Data Summary			
	Segment Testing	Select random segments to test compliance to the Data Transparency Compliance Guide.	Supported
1	Provider Name	Data provider organization is incorporated / functioning in market as a data seller, and has the right to use the name / trademark	Supported
2	Provider Domain	Data provider can prove ownership of the domain (DNS, or other forms of verification)	Supported
3	Provider Contact Info	Email address provided is a real / functioning email	Supported
4	Provider's Audience Name	Cross-check content in following fields: A. Segmentation Criteria B. Standardized Audience ID C. ID Type D. Audience Precision Level E. Geography	Supported
5	Provider's Audience ID	Provider can source an internally maintained taxonomy that accurately captures "Audience Name" and Audience ID" field pairing.	Supported
6	Standardized Audience ID(s)	Ensure legitimate entry from IAB Audience Taxonomy 1.1	Supported
7	Segmentation Criteria	Check that the criteria described addresses business rules for ID inclusion and is not overly reliant on peripheral segment description. This description should address: A. Data provenance, B. frequency at which attribute needs to be observed to be associated with ID, C. and how long ago the attribute was observed. If business rules for inclusion are proprietary / algorithmically driven, describe algorithm behavior as it relates to the above items.	Supported
7	Segmentation Criteria	Cross-check content in following fields: A. Audience Refresh Cadence B. Source Look Back window C. Data Sources	Supported
8	Audience Precision Level	Cross-check content in following fields: A. Segmentation Criteria B. Standard Segment name C. Segment name D. ID Type	Supported

	I. Data Transparency Dissonance Control Objectives		
Test No.	**Control Area**	**Tests**	**Compliance**
9	Audience Scope	Verify the Audience Scope represent the information presented in the Field selection(s).	Supported
10	Originating Domain	Verify the Originating Domain represent the information presented in the Field selection(s).	Supported
11	Audience Size	The count is disclosed (Figure is variable depending on seasonality, activation platform match rates, and other factors)	Supported
12	ID Type(s)	Cross-check content in following fields: A. Data Sources B. Segmentation Criteria	Supported
13	Geography Standard country list is used.	Cross-check content to the Segmentation Criteria	Supported
14	Privacy Compliance Mechanisms Used	Verify the Privacy Compliance Mechanisms used are disclosed. Check the mechanisms site for approved listing (TCF, DAA, EDAA, etc.) and/or review registration documentation or agreements with relevant privacy organizations.	Supported
15	Privacy Policy	Link is functional and leads to indicated privacy content	Supported
16	IAB Tech Lab Compliant		Supported
Section: Audience Details			
17	Data Source(s)	Cross-check content in following fields: A. ID Type B. Segmentation Criteria If "Offline Survey", "Public Record", or "Offline Transaction" is stated, the "Onboarder Details" section must be completed and properly formatted.	Supported
18	Data Inclusion Methodology	Cross-check content in the Segmentation Criteria Selection of "Modeling": Requires selection of "Yes" within "Audience Expansion" field. Ensure that "Audience Expansion" is completed and accurately formatted.	Supported
19	Audience Expansion	Cross-check content in following fields: A. Data Inclusion Methodology B. Segmentation Criteria Selection of "Modeling": Requires selection of "Yes" within "Audience Expansion" field.	Supported
20	Cross-device Expansion	Cross-check content in Segmentation Criteria	Not Applicable

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	I. Data Transparency Dissonance Control Objectives		
Test No.	**Control Area**	**Tests**	**Compliance**
21	Audience Refresh Cadence	Cross-check against content in following fields: A. Segmentation Criteria B. Data Sources - if any "Offline" source is selected, "Continuous" or "Daily" are not acceptable options Selection of Offline Sources: Requires completion of "Onboarder Details" section	Supported
22	Source Look Back Window	Cross-check against content in following fields: A. Segmentation Criteria B. Audience Refresh Cadence	Supported
Section: Onboarder Details			
23	Input ID/Match Key	Review the input ID/Match Key used by the Onboarder for matching.	Supported
24	Audience Expansion	Confirm "look-a-like" modeling was used to include similar ID's before the data was matched to a digital identifier. (Y/N/NA)	Supported
25	Cross Device Expansion	Confirm the audience was expanded to include affiliated devices and ID's before the data was matched to the digital identifier. (Y/N/NA)	Not Applicable
26	Audience Precision Level	Confirm the precision level of the data before it was matched to a digital identifier (Individual, Household, Geography, NA)	Supported

II. People and Process Control Objectives			
Test No.	**Control Area**	**Tests**	**Compliance**
Section: General			
27	General - Documentation/Data Process	Examine documentation to support the online and offline data partner's acquisition, data transfer and quality control processes.	Supported
		Walk through workflow of data logging process.	Supported
		Review system control documentation within the data loading process to prevent loss or corruption of data.	Supported
		Review data aggregation job process.	Supported
		Review controls and test documentation to ensure successful and complete collection and aggregation of log file data.	Supported
28	General - Organization	Organization Structure and Personnel Functions: Org Chart of team directly involved in collecting, analyzing, onboarding, or otherwise preparing the data for sale to buyers. Job descriptions of product, engineering, and business development stakeholders within org chart. Process by which relevant stakeholders interact to collect and process data. Process by which relevant stakeholders interact to populate the IAB Tech Lab data transparency standard, and description of responsible, accountable, consulted, informed parties (RACI) for each segment field.	Supported
Section: Data Summary			
29	Provider Contact Info	Confirm the email address is of the Provider.	Supported
30	Audience Precision Level	Provide documentation re how identity is resolved: via in house tech, via a partner, or some combination of both in house and partner. If in house: methodology description (DOM) - documentation to be provided outlining systems for data flow, and for resolving identity.	Supported
		If via partner: provide a description of partner, SOW with partner, examples of log files / data ingestion points. If both in-house + provider: see requirements above for both.	Supported
31	ID Type(s)	Confirm on segment files that unique ID types are represented.	Supported
32	Geography Standard Country list is used.	Provide documentation for the process used to assign geographic attribute to the ID level record.	Supported

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II. People and Process Control Objectives			
Test No.	**Control Area**	**Tests**	**Compliance**
Section: Audience Details			
33	Data Inclusion Methodology	Review the identification and disclosure of Data Inclusion Methodologies.	Supported
		If "Modeled" is selected - documentation shall be provided for model input, output, and scores associated with behavior.	Supported
34	Audience Expansion Selection of "Modeling": Requires selection of "Yes" within "Audience Expansion" field. Onboarder Details: Audience Expansion	Provide documentation of seed ID footprint with suitable number of attributes to enable modeling / scoring, which outlines the types of attributes being used as an input into the model.	Supported
35		Provide Output file documentation to ensure that resulting ID count is larger than ID count input file (see Input ID / Match Key log file).	Supported
36		Provide documentation of match report / data portrait analysis (ie, demographic profile).	Supported
37	Cross Device Expansion Onboarder Details: Cross Device Expansion	Provide documentation of consumer (device) footprint with suitable number of attributes to enable modeling and scoring that are tied to the same Input ID.	Not Applicable
38		Provide Output file documentation to ensure that resulting ID count is larger than ID count input file (see Input ID / Match Key log file).	Not Applicable
39	Audience Refresh Cadence	Review the audience refresh cadence.	Supported
		Syndication record documentation / analysis – evaluation of the delta between syndication records to ensure that IDs were added or removed from segment, and that syndication occurred within the declared cadence. Documentation needs to demonstrate: A. 3-5 syndication attempts (if continuous selected, multiple examples of intra-day refresh need to be provided) over the course of at least a year, B. and all syndication records need to be maintained for evaluation a minimum of one month	Supported
40	Source Lookback Window	Documentation of: Source event record associated with IDs to ensure date stamp matches segment's declared refresh cadence.	Supported

II. People and Process Control Objectives			
Test No.	Control Area	Tests	Compliance
Section: Onboarder Details			
41	Input ID/Match Key	Provide processing logs and match reports, ensure that inputs and outputs match.	Supported
42	Audience Precision Level	Show existing in-house database records that contain data on the same match key for indicated level of audience granularity.	Supported

III. Technology Control Objectives			
Test No.	**Control Area**	**Tests**	**Compliance**
Section: General			
43	General	Review architecture of the Data Solution Provider. Review the flow of data through the system: input, processing, at rest, output (in transit). Review log file and data retention protocols. Review system controls within the data loading process to prevent loss or corruption of data. Review data table structure. Analyze controls and tests in place to ensure successful and complete collection and aggregation of log file data.	Supported
Section: Audience Details			
44	Audience Scope	Trace back the sources used for identifying the audience scope (logs, data tables, etc.). Identify and review the associated technology (code and controls) over generation of the Audience Scope contexts.	Supported
45	Originating Domain	Trace back the sources used for identifying the originating domain(s) (logs, data tables, etc.). Identify and review the associated technology (code and controls) over associating segments with originating domains.	Supported
46	Privacy Compliance Mechanisms Used	Review tools and controls used for ensuring privacy compliance, including disclosure tools (such as in-creative icons), consent determination, and other privacy requirements as applicable.	Supported
47	Audience Expansion Onboarder Details: Audience Expansion Selection of "Modeling": Requires selection of "Yes" within "Audience Expansion" field	Analyze modeling code / script / routine that is used to process input, create, and validate model, and select look-a-like data.	Supported
48	Audience Expansion Onboarder Details: Audience Expansion Selection of "Modeling": Requires selection of "Yes" within "Audience Expansion" field	Analyze Internal environment where script is run (cloud service / grid system)	Supported
49	Cross Device Expansion Onboarder Details: Cross Device Expansion	If in-house match table is used to expand segment the GitHub / product specs for match table are provided; methodology associated with ID resolution is described and documented,	Not Applicable

	III. Technology Control Objectives		
Test No.	**Control Area**	**Tests**	**Compliance**
		provide the modeling code / script / routine that is used to associate information over time. If match table used to expand segment is provided by 3rd party, provide MSA associated with business partner that does analysis. Provide process documentation of API calls to outside cross-device expansion partner (which would contain log files, reporting and billing information)	