Data Transparency Standard Validation

Company Reviewed: Scanbuy
Conducted by: Neutronian
For the period of: 3/1/24 - 2/28/25

COMPANY	
Company Name and Address:	Scanbuy Inc. 10 East 39th Street New York, NY 10016
URL for Company:	www.scanbuy.com
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STATEMENT OF VERIFICATION FROM NEUTRONIAN
We have reviewed Scanbuy's compliance to the IAB Tech Lab Data Transparency Standards, including the Data Transparency Standards Compliance Guide and Audience Taxonomy. Our examination was performed in accordance with the IAB Tech Lab Data Transparency Compliance Guide. Our examination included reviews of Data Label Technical Specifications, Data Label Dissonance, People and Process Controls, and Technology Controls. Based on our review, we are not aware of any material modifications that should be made to the Scanbuy's processes for IAB Tech Lab Data Transparency Standards compliance. Lisa Abousaleh CEO and Co-Founder Neutronian, Inc.

Scanbuy

Data Transparency Report

Data Transparency Standard v1.1
Data Transparency Compliance Guide 1.0

Compliance Key:

Satisfactory:	Meets guideline control, no action required
Recommendation:	Meets guideline control, process improvement recommended
Requirement:	Does not meet guideline control, must be addressed before certification is issued
Not Applicable:	This criteria is not applicable or not in scope

II. Data Label Dissonance Control Objectives

Test Number	Control Area	Test Details	Compliance
Section: Data Summary			
	Label Testing	Select random labels to test compliance to the Data Transparency Compliance Guide.	Satisfactory
1.1	Provider Name	Data provider organization is incorporated / functioning in market as a data seller	Satisfactory
1.2	Provider Name	Data provider has the right to use the name / trademark	Satisfactory
2.1	Provider Contact Info	Email address provided is a real / functioning email	Satisfactory
3.1	Provider's Audience Name	Cross-check content in following fields: A. Segmentation Criteria B. Standard Segment name C. ID Type D. Audience Precision Level E. Geography	Satisfactory
4.1	Standardized Audience IDs	Ensure legitimate entry from IAB Audience Taxonomy 1.1	Satisfactory
5.1	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.	Satisfactory
5.2	Segmentation Criteria	Cross-check content in following fields: A. Audience Refresh Cadence B. Source Look Back window C. Data Sources	Satisfactory
6.1	Audience Precision Level	Cross-check content in following fields: A. Segmentation Criteria B. Standard Segment name C. Segment name D. ID Type	Satisfactory
7.1	Audience Size	The count is disclosed (Figure is variable depending on seasonality, activation platform match rates, and other factors)	Satisfactory

II. Data Label Dissonance Control Objectives

Test Number	Control Area	Test Details	Compliance
8.1	ID Type(s)	Cross-check content in following fields: A. Data Sources B. Segmentation Criteria	Satisfactory
9.1	Geography Standard country list is used.	Cross-check content to the Segmentation Criteria	Satisfactory
10.1	Privacy Policy	Link is functional and leads to indicated privacy content	Satisfactory
Section: Audience Details			
11.1	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.	Satisfactory
12.1	Data Inclusion Methodology Selection of "Modeling": Requires selection of "Yes" within "Audience Expansion" field.	Cross-check content in the Segmentation Criteria Ensure that "Audience Expansion" is completed and accurately formatted	Satisfactory
13.1	Audience Expansion	Cross-check content in following fields: A. Data Inclusion Methodology B. Segmentation Criteria	Satisfactory
14.1	Cross-device Expansion	Cross-check content in Segmentation Criteria	Satisfactory
15.1	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	Satisfactory
16.1	Source Look Back Window	Cross-check against content in following fields: A. Segmentation Criteria B. Audience Refresh Cadence	Satisfactory
Section: Onboarder Details			
17.1	Input ID/ Match Key	Cross-check content in Data Sources field - if any offline data sources are inputted, "Input ID/Match Key" field must be completed.	Satisfactory
18.1	Pre- onboarding Audience Expansion	Cross-check content in Data Sources field - if any offline data sources are inputted, "Pre-onboarding Audience Expansion" field must be completed.	Satisfactory
19.1	Pre- onboarding Cross Device Expansion	Cross-check content in Data Sources field - if any offline data sources are inputted, "Pre-onboarding Cross Device Expansion" field must be completed.	Satisfactory
20.1	Pre- onboarding Audience Precision Level	Cross-check content in Data Sources field - if any offline data sources are inputted, "Pre-onboarding Audience Precision Level" field must be completed.	Satisfactory

III. People and Process Control Objectives

Test Number	Control Area	Test Details	Compliance
Section: General			
	General	Examine documentation to support the online and offline data partner's acquisition, data transfer and quality control processes.	Satisfactory
		Walk through workflow of data collection, aggregation and QA processes.	Satisfactory
		Review system control documentation within the data loading process to prevent loss or corruption of data.	Satisfactory
		Organization Structure and Personnel Functions: Org Chart of team directly involved in collecting, analyzing, onboarding, or otherwise preparing the data for sale to buyers. 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 label field	Satisfactory
Section: Data Summary			
2.2	Provider Contact Info	Confirm the email address is of the Provider.	Satisfactory
6.2	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.	Satisfactory
9.2	Geography Standard Country list is used.	Provide documentation for the process used to assign geographic attribute to the ID level record	Satisfactory
11.2	Data Source(s)	Examine documentation to support the online and offline data source identification, qualification, acquisition, data transfer and quality control processes.	Satisfactory
Section: Audience Details			
12.2	Data Inclusion Methodology	Review the identification and disclosure of Data Inclusion Methodologies.	Satisfactory
12.3 13.2	Data Inclusion Methodology Audience Expansion	If "Modeled" is selected - documentation shall be provided for model input, output, and scores associated with behavior.	Satisfactory
14.2	Cross Device Expansion	Confirm the details and methods used for cross device expansion.	Satisfactory
15.2	Audience Refresh Cadence	Review the audience refresh cadence.	Satisfactory

Scanbuy

Data Transparency Report

III. People and Process Control Objectives

Test Number	Control Area	Test Details	Compliance
16.2	Source Lookback Window	Review the source lookback window.	Satisfactory
Section: Onboarder Detail			
17.2 18.2 19.2 20.2	Input ID/Match Key Pre- onboarding Audience Expansion Pre- onboarding Cross Device Expansion Pre- onboarding Audience Precision Level	Review the onboarding process and documentation.	Satisfactory

IV. Technology Control Objectives

Test No.	Control Area	Tests	Compliance
Section: General			
	General	Review architecture of the Data Solution Provider. Review the flow of data through the system, data retention protocols and system controls.	Satisfactory
Section: Audience Details			
13.3	Audience Expansion	Analyze modeling code / script / routine that is used to process input, create and validate model, and select look-a-like data	Satisfactory
Section: Onboarder Details			
18.3 19.3	Pre- onboarding Audience Expansion Pre- onboarding Cross- device Expansion	Analyze routine that is used execute and validate onboarding process	Satisfactory