

About DoubleVerify

DoubleVerify (www.DoubleVerify.com) is the pioneer of online media verification and compliance. Our mission is to bring trust, accountability, transparency and compliance to online advertising in order to drive the entire industry forward. We are uniquely positioned at the nexus of the digital advertising industry. We work with the largest publishers, advertisers, ad networks, ad exchanges, and demand side platforms to verify the correct placement and display of every single impression.

We are focused on staying one step ahead of non-compliance, inaccuracy and the rogue industry players trying to game the system. We work tirelessly to keep brands safe, advertisers confident and online advertising more accountable and trusted. Our world-class technology and best-in-class client services provide a complete solution for our customer base. DoubleVerify is the approved provider for 6 out of 6 agency holding companies, working with over 150 fortune 500 advertisers and the top 50 networks. We verify and provide compliance on more than 35 billion impressions a month.

DoubleVerify Memberships, Accreditations and Associations

DoubleVerify is committed to being an industry leader and a central contributor to the online advertising industry. As part of this commitment we have gained the following accreditations and belong to the following associations:

- ✓ DAA Digital Advertising Alliance (DAA) approved provider for OBA compliance
- ✓ DAA advisory board
- ✓ IAB/NAI CLEAR guidelines (main and subcommittees)
- ✓ IAB Network & Exchanges committee
- ✓ IAB & MRC Ad Verification Guidelines Working Group
- ✓ Future of Privacy Forum advisory board
- ✓ Direct Marketing Association (DMA)
- ✓ MRC accreditation (in progress)

DoubleVerify's Position on Online User Privacy

From the beginning, DoubleVerify has taken a leading position in the online advertising market's Self-Regulatory Program for Online Behavioral Advertising (OBA). We contributed to the development of the Self-Regulatory Principles for OBA, which established the guidelines that the online advertising industry uses to address consumer education about OBA as well as provide consumers control of their privacy with regard to OBA. The principles and program were developed as part of a long-term industry effort to match the intent and direction of consumer privacy protection standards set by the FTC.

We have been an official DAA Approved Provider for OBA compliance since December, 2010. As an approved provider for OBA compliance, we continually demonstrate our commitment to the success of the Self-Regulatory Program for OBA and the online ad industry's dedication to protecting consumer privacy. The Self-Regulatory Program is underway and industry organizations have officially started monitoring and enforcing compliance to it.

DoubleVerify is committed to the success of the Self-Regulatory Program and the market effort to comply with the FTC's direction for consumer privacy and believes that it is vital that any tracking program work in conjunction with the current efforts in regard to OBA compliance.

DoubleVerify's Interest in the W3C Workshop on Web Tracking and User Privacy

The W3C Web Tracking and User Privacy workshop addresses many of the same concerns that DoubleVerify is focused on resolving; therefore, we consider it essential to participate so that together we can develop methods and guidelines that support and enhance current efforts made by the industry to meet the best practices called for by the FTC.

DoubleVerify is looking forward to working with the W3C Web Tracking and User Privacy workshop. We believe collaboration between the concurrent efforts for market compliance that is being pushed by the DAA and the W3C will ensure that both programs work together to enrich the market and enhance our overall capabilities.

DoubleVerify's rich experience with online media—specifically online verification, compliance and privacy—makes us a perfect partner for sharing our input on the current methods used for OBA compliance and ad verification. Our experience allows us to provide insight into discussing implementations and solutions for a 'Do Not Track' mechanism.