

GOLD STANDARD AUDIT CERTIFICATE

This certificate is issued by Kantar Media Audit. The audit is performed on behalf of IAB Sweden, which issues certification based on the following review.

In the review, Kantar Media Audit follows regulations from IAB Sweden regarding the reduction of advertising fraud, the improvement of the digital advertising experience and the increase of brand safety.

This report marks the findings step by the step of the audit, performed by Kantar Media Audit. A green check mark marks that specific area as compliant and a red check mark marks that the platform is not compliant with the regulations set by the IAB Task Force Gold Standard.



OBJECT FOR AUDIT



Company: TikTok Sweden AB / Bytedance

Date of Audit: 2021-02-23

Platform / Website: TikTok Application



REVIEW

The following are the areas of review through its audit, including comments:

	Comment
AD FRAUD	The company complies with standards and guidelines.
	The company does not use IAB / ABC UK Spiders & Robot list.
USER X	The company generally complies with standards and guidelines.
BRAND SAFETY	The company complies with the Brand Safety guidelines.

Companies that have a certificate for IAB Sweden Gold Standard are undertaken to:

Reduce ad scams by implementing or by supporting IAB Tech Labs ads.txt initiatives.

Ads.txt allows domain owners to list who is authorized to sell ad inventory, which prevents the sale of counterfeit inventory.

Improve the digital advertising experience for consumers by following IAB Tech Labs LEAN principles and the standards set by the previous Swedish standard Annonstvänligt Sverige which includes Coalition for Better Ads.

Increase brand brand safety by becoming certified in accordance to the Gold Standard Group (GSG) Guidelines.





CONCLUSIONS

TikTok meet all criteria's in the third party audit but as an in-app player, certain criteria are not applicable. To learn more, contact IAB Sweden.

AD FRAUD

Ads.txt on websites is crawled through an automated process. Full compliance.



USER X

Compliance within:

1. Lightweight ads according to Swedish Display Standard

Lightweight ads according to Swedish Display Standard (applies to websites for desktop, mobile and tablet as well as video and not applications).

2. Encryption (HTTPS)

Encryption (HTTPS) (applies to websites not applications).

3. Allows selections in accordance to adChoices, Transparency & Consent Framework

"Allows options" e.g. adChoices, Transparency & Consent Framework (some criteria's only for websites)

4. Exclusion of disturbing formats (Coalition for Better Ads)

Exclusion of disturbing formats (Coalition for Better Ads) (applies to websites on desktop, mobile and tablet including video, not clarification for applications yet).

BRAND SAFETY

The company uses a Brand Safety Strategy / Policy.

The company uses recommended agreements between itself and buyers.

The company has routines / a process for handling misplaced ads.

The company uses a logbook of error reports and actions.



Stockholm

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Maria Grip

Maria Grip

Digital Specialist

