



Certification Process Overview

Types of Certification

There are three different types of certification that Neutronian offers - the core data quality certification, cookieless certification add-on and a bundled offering of the data quality certification with the IAB Tech Lab's Data Transparency Standard (or DTS) compliance program.



Data Quality Certification

- Deep dive across all 5 categories of the NQI Framework
- Provides remediation path for areas that do not meet baseline criteria



Cookieless Certification

- Added layer of cookieless verification
- Provides feedback on areas that are not yet cookieless ready



Bundled Neutronian and IAB Tech Lab Certification

- Combined process to receive both NQI Certification and the IAB Tech Lab DTS Compliance

Benefits of Certification

Companies receive many benefits from undergoing Neutronian certification including:

- **Time savings:** Having Neutronian's independent certification can shorten sales cycles and brand / agency data vetting processes.
- **Increased trust:** Going through Neutronian's thorough audit process demonstrates to current and prospective customers your commitment to data privacy and quality.
- **Differentiation:** Receiving Neutronian certification helps you and your data stand out from the competition.

Evaluation Criteria

The overall data quality certification covers the five core categories of the Neutronian Quality Index (NQI) framework. Beyond that, there are additional criteria that are evaluated for the cookieless and IAB Tech Lab DTS reviews.

| Category | Examples of Aspects Reviewed |
|------------------------------|---|
| Consent & Compliance | <ul style="list-style-type: none">● User consent and opt-out practices● Privacy compliance and disclosures (ex. GDPR, CCPA, etc.) |
| Sourcing Transparency | <ul style="list-style-type: none">● Direct data collection methods● Third-party data partners utilized |
| Dataset Characteristics | <ul style="list-style-type: none">● Data cleansing and QA processes● Data recency and retention policies |
| Methodology & Processing | <ul style="list-style-type: none">● Data transformation process (ex. modeling, identity resolution, etc.)● Data storage and protection controls |
| Performance | <ul style="list-style-type: none">● Methods and frequency of evaluating solution output● Process for tracking data performance |
| Cookieless* | <ul style="list-style-type: none">● Data sources and methodology are not dependent on third-party cookies |
| Data Transparency Standard** | <ul style="list-style-type: none">● Process for populating data transparency labels● Data transparency labels comply with framework requirements |

*Category is only included in the Cookieless Certification

**Category is only included in the bundled Neutronian and IAB Tech Lab Certification

Certification Components

The certification process includes a mix of live interviews, completion of an online questionnaire and sharing of supporting documentation.

- **Audit interview** - Live interview to collect information and get a jump start on the questionnaire
- **Audit questionnaire** - Comprehensive online questionnaire covering all categories of the audit
- **Supporting documentation** - Documentation provided to support questionnaire responses
- **Methodology and TechOps walk-through** - Live deep dive into methodology and technical operations processes
- **Principal-to-principal interview** - Final interview and sign off on all provided information

Rough Timeline

The audit process typically takes ~8 weeks to complete. A general outline of the timeline is provided in the table below but this can vary by company depending on preparedness, bandwidth, prioritization, etc.

| Milestone | Timing |
|---|-----------|
| Kick-off meeting, access provided to questionnaire platform | Week 0 |
| Audit interview and questionnaire working session 1 (90 minutes) | Week 1 |
| Neutronian provides partially completed questionnaire with responses from working session along with follow-ups to Data Provider | Week 1 |
| Data Provider completes questionnaire in the online platform, uploads supporting documentation and submits back to Neutronian | Weeks 2-3 |
| Neutronian reviews submitted materials, provides feedback and follow-up requests | Week 4 |
| Audit interview and questionnaire working session 2 (90 minutes) | Week 5 |
| Neutronian provides final list of questionnaire follow-ups to Data Provider | Week 5 |
| Data Provider updates questionnaire responses and completes final follow-ups, submits final questionnaire and documentation to Neutronian | Weeks 6-7 |
| TechOps and Methodology walk-through is conducted | Week 7 |
| Principal-to-principal interview is conducted | Week 8 |
| Neutronian completes review, certification is awarded if all baseline criteria are met | Week 8 |

For more details on the certification process, contact us at partner@neutronian.com

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