

DATA TRANSPARENCY LABEL

I. - DATA SOLUTION PROVIDER AND DISTRIBUTOR INFORMATION

Label	Example	Description	Field Options	Formatting Requirements
Data Solution Distributor Name:	Oracle Data Cloud	Name of the organization delivering the audience segment (e.g., data on-boarder)	Free text	Alpha-numeric Text field: 100 characters
Data Solution Distributor Contact Information:	DataSolutionTeam@oracle.com	Email address of contact at data solution provider	Free text	Alpha-numeric Text field: 100 characters
Data Solution Provider Name:	VISA	Name of the organization selling the audience segment	Free text	Alpha-numeric Text field: 100 characters
Data Solution Provider Contact Information:	DataAccounts@visa.com	Email address of contact at data solution provider	Free text	Alpha-numeric Text field: 100 characters

II. - AUDIENCE SNAPSHOT

Label	Example	Description	Field Options	Formatting Requirements
Branded Audience Name:	Auto Intenders - six months	Human-readable short title for the audience segment	Free text	Alpha-numeric Text field: 100 characters
Standard Audience Name:	Automotive Ownership Pre-Owned Vehicles Luxury Cars (P1s-owned)	Declaration of the most accurate label from standardized naming conventions in IAB Audience Taxonomy 1.0	Dropdown (Select from Audience Taxonomy options)	Alpha-numeric Text field: 100 characters
Audience Description:	Households who are likely in the market to purchase a new vehicle in the next six months	Layman's description of the rules applied by the seller that govern inclusion of data points into the online audience segment. Sellers may wish to include provenance, recency, frequency, logic as necessary.	Free text	Alpha-numeric Text field: 500 characters
Geographies:	USA	Geographies associated with the coverage of the segment.	*Country - ISO-3166-1-alpha-3 *Region / State -ISO-3166-2: 2-letter state code if USA. *City - City using United Nations Code for Trade & Transport Locations. *Metro / DMA - Google metro code; similar to but not exactly Nielsen DMAs *Zip or postal code - Zip or postal code	Alpha-numeric Text field: 100 characters

III. - AUDIENCE CONSTRUCTION

Label	Example	Description	Field Options	Formatting Requirements
Audience Count	6,500,000	The unique audience count at disclosed precision level	Whole number (rounding recommended)	Alpha-numeric Text field: 100 characters
> Audience Precision Level	Households	The level of audience compilation granularity	Browser, Device, Individual, Household, Business	Alpha-numeric Text field: 100 characters
> Audience Activation ID(s)	Cookies (10,000,000), MAIDs (15,000,000)	The unit for each ID and ID counts. Note, could be more or less than audience count depending on compilation granularity.	Name, Address, Postal, Email, Mobile ID (IDFA, AAID), Cookie ID, IP Address	Alpha-numeric Text field: 100 characters
Audience Expansion	Yes	Was modeling used to scale the audience?	Yes / No	Alpha-numeric Text field: 100 characters
Cross-Device Expansion	Yes	Was the audience expanded to include affiliated devices and IDs?	Yes / No	Alpha-numeric Text field: 100 characters
Audience Last Refresh Date	1/2/18	Date the audience was last refreshed	MM/DD/YYYY	Alpha-numeric Text field: 100 characters
Event Lookback Window for Inclusion (Days)	60 Days	Determines how many days in the past a qualifying event occurred for inclusion in the audience	Whole number.	Alpha-numeric Text field: 100 characters

IV. - SOURCE INFORMATION (A Source Information data label is recommended for each significant data source ... target < 5)

Label	Example	Description	Field Options	Formatting Requirements
Source ID Contribution	1,100,000	The count of IDs from this source that contributed to the composite audience construction	Whole number (rounding recommended)	Alpha-numeric Text field: 100 characters
> Description	Dealer-reported names and postal codes of individuals who requested test drives	Human-readable description of the source	Free text	Alpha-numeric Text field: 500 characters
> Precision Level	Individual	The level of granularity for each ID within the source	Browser, Device, Individual, Household, Business	Alpha-numeric Text field: 100 characters
> ID Key	Name and Postal Code	The key associated with each source ID	Name, Address, Home Phone, Mobile Phone, Postal or Geographic code, Email, Mobile ID (IDFA, AAID), Cookie ID, IP Address, Date of Birth,	Alpha-numeric Text field: 100 characters
> Source Event	Transactions	The event that occurred for inclusion in the source	Web usage, App usage, Email send/receive, TV OTT or STB device usage, Brick + Mortar In-store Transaction, Online Ecommerce Transaction (resulting in offline data), Public Record Inclusion- Census, Public Record Inclusion- Property Deed, Public Record Inclusion - Voter File, Public Record Inclusion - Other (need more depth), Home Address Mailing List Inclusion (Magazine / Newspaper distribution, other promotional material), Mail Order Transaction (Catalogues, Call-in), Offline Survey Completion, Loyalty Card Transaction	Alpha-numeric Text field: 100 characters
> Data Inclusion Methodology	Observed	Description of seller's relationship to the audience attribute / information being sold	Known / Observed - The underlying audience attributes are directly observed Declared - The underlying audience attributes are self-reported by the audience members Derived - The underlying audience attributes are computed based on other known or declared fields on record Inferred - The underlying audience attributes are determined from business rules or logic Modeled - The underlying audience attributes are calculated using an algorithm, with a seed as the source	Alpha-numeric Text field: 100 characters
> Seed Size (if Modeled)	20,000	Size of the seed if the Data Inclusion Methodology is Modeled	Whole number (rounding recommended)	Alpha-numeric Text field: 100 characters
Source Refresh Frequency	Quarterly	The frequency with which the Source is refreshed	Continuous, Daily, Weekly, Monthly, Quarterly, Semi-annual, Annual	Alpha-numeric Text field: 100 characters
Event Lookback Window for Inclusion in Source (Days)	180 days	Determines how many days in the past the source event occurred	Whole number.	Alpha-numeric Text field: 100 characters