

## Tracking Guidelines

The IAB (Interactive Advertising Bureau) has proposed a general framework for the use of tracking pixels to which German marketers, such as Ad Alliance GmbH, professes.

1. As a rule, up to five tracking pixels have proven themselves as a good choice for each banner. This usually includes:
  - two impression tracking pixel (media agency and technical service provider)
  - one clickcommand
  - one viewability measurement pixel (e.g. meetrics)
  - one market research pixel (e.g. GfK)

By prior arrangement, a higher number of trackings may be used. Ad Alliance GmbH verifies the validity and the number of tracking pixels randomly.

2. External tracking pixels, which analyze user behavior, record it and possibly match it with a downstream database on customer side, have to comply with the guidelines of the EU Data Protection Regulation (GDPR) and must be explicitly released by Ad Alliance GmbH before a campaign is launched.

Any of the following types of pixels have to comply with GDPR rules:

- Ad Verification (checking the banner according advertisers placement choices and exclusions)
- Targeting quality (checking if booked targeting is correct)
- User Profiling
- Third Party Retargeting (re-addressing users outside our network via external pixels)

Furthermore, the service provider must be a tracking vendor in TCF2 and must be part of the AdAlliance vendor list. Registration is needed under: <https://dsqvo.ad-alliance.de>. A request as new vendor must be done at least 15 days prior start of campaign. For further information please contact [consent@ad-alliance.de](mailto:consent@ad-alliance.de).

3. Ad Alliance GmbH does not accept counting discrepancies which are caused by the selective filtering of an external tracking pixel (eg. ad verification pixel), unless it can be proved by a validated data basis. In all other cases Ad Alliance GmbH numbers apply.
4. The guidelines of the EU General Data Protection Regulation (GDPR) must be adhered to in all cases. <https://gdpr-info.eu/>
5. Use of collected tracking data is limited to the booked campaign only and to the booked period in our network. Any further use or sale of the data to third parties is prohibited.

## Further information

Ad Alliance banner specifications: <https://www.guimedia.de/en/digital/specs/>

---