

IAS

- + Responsible AI Adoption
- + Stakeholder Trust
- + Long-term Compliance

Company Profile

INDUSTRY	GEOGRAPHY	SIZE
Ad Tech	Global	~1,000 Employees

BACKGROUND

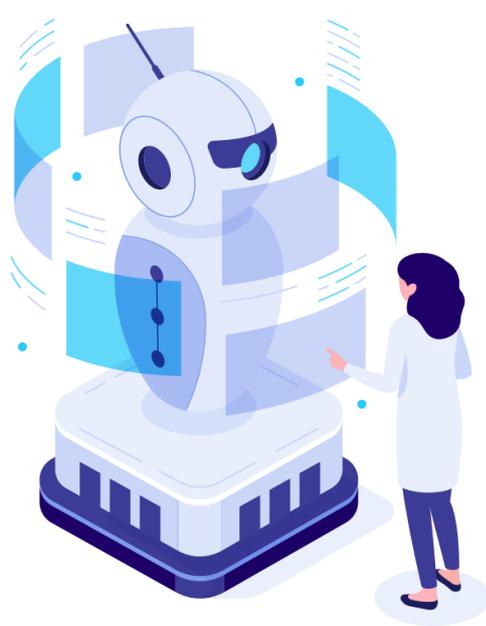
Integral Ad Science (IAS) is a leading global media measurement and optimization platform that delivers the industry's most actionable data to drive superior results for the world's largest advertisers, publishers, and media platforms. IAS's software provides comprehensive and enriched data that ensures ads are seen by real people in safe and suitable environments, while improving return on ad spend for advertisers and yield for publishers. IAS's mission is to be the global benchmark for trust and transparency in digital media quality. For more information, visit integralads.com.

CHALLENGES

The IAS platform is powered by AI and ML and processes 280 billion data/day. IAS leverages AI for prediction, decisioning, and protection and infuses the power of AI and ML into all aspects of its products.

With the increased adoption of AI and its added complexity, IAS was seeking a framework for validating responsible, trusted, and transparent AI business practices:

- **Proactive governance:** Leveraging the TrustArc framework and evaluation criteria to proactively align with emerging and evolving global AI regulations.
- **Transparency:** Providing visibility for external parties to see and better understand the purposes, processes, and quality controls specific to IAS's AI system.
- **Assurance:** Providing assurance that its use of AI was responsible, fair, and based on sound methodology.



SOLUTION

IAS turned to TrustArc's Responsible AI certification to address these challenges:

Comprehensive multi-framework alignment: TrustArc's certification is the first AI certification that incorporates core principles across multiple leading AI frameworks (e.g., EU AI Act, OECD AI Principles, ISO 42001, NIST AI RMF, etc.) and guidance, providing IAS with a roadmap to ensure compliance and responsible AI practices short term and long term.

Global recognition: IAS had already leveraged TrustArc's framework in privacy certification (Enterprise Privacy and EU-US Data Privacy Framework). This not only gave them an existing foundation of documented accountability mechanisms to build upon when pursuing the AI certification, but also signaled that IAS was treating responsible AI with a level of rigor consistent with that of data privacy.

Expert guidance: TrustArc's expertise in privacy management and consulting supported IAS throughout the independent certification audit, which included review of policies, systems architecture, testing procedures and results, and more.

RESULTS

The early adoption of TrustArc's Responsible AI certification yielded transformative outcomes for IAS including:

Stakeholder trust: IAS strengthened trust with external stakeholders by providing proactive assurance that business practices are secure, ethical, and transparent. The certification provides a concise, mutually understood way of communicating assurance in the form of an independent, third-party validation.

Long-term compliance: TrustArc's ongoing partnership will continue to benefit IAS by ensuring alignment with evolving AI governance and privacy frameworks and standards on an ongoing basis, mitigating compliance risks, and reinforcing its reputation as a leader in responsible AI adoption.

By utilizing TrustArc's expertise and certification, IAS reaffirmed its leadership in transparent AI usage in digital advertising. The certification validated IAS's commitment to responsible AI and offered a framework for continuous improvement and compliance with regulations, enhancing trust and demonstrating integrity.



As an early adopter of TrustArc's Responsible AI Certification, Integral Ad Science is able to demonstrate to our customers and the broader advertising marketplace that our current and future uses of AI are tethered to a commitment of transparency, security, and fairness in the development and deployment of our AI systems

Kevin Alvero, Chief Compliance Officer

Ready to get started?

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About TrustArc

As the leader in data privacy, TrustArc automates and simplifies the creation of end-to-end privacy management programs for global organizations. TrustArc is the only company to deliver the depth of privacy intelligence, coupled with the complete platform automation, that is essential for the growing number of privacy regulations in an ever-changing digital world. Headquartered in San Francisco, and backed by a global team across the Americas, Europe, and Asia, TrustArc helps customers worldwide demonstrate compliance, minimize risk, and build trust. For additional information visit www.trustarc.com