



# Pixel Policy & Guidelines

## All Third & Fourth Party Vendors Must Be Certified

Any third or fourth party vendor running JavaScript ad tags, placing pixels or placing cookies on Dominion Enterprises websites and users (Homes.com, CycleTrader.com, BoatTrader.com and others), must be certified. A list of certified vendors can be found [here](#). If a vendor is not on this list, then please reach out to your Account Manager for certification and include the items below:

- 1) Name of vendor
- 2) Specific measurement the pixel or tag will be tracking (e.g., Brand Safety)
- 3) All placements the pixel or tag is planned to run

## Pixel Policy

The following areas must be met to ensure that your advertising campaign is compliant within the guidelines indicated herein. Please carefully review each section.

- 1) Advertisers and/or agencies are expressly prohibited from collecting website data, user behavioral data, or data that contains Personally Identifying Information (PII), unless consent has been given by a Dominion Enterprises authorized party.
- 2) All pixels or tags must be HTTPS compliant.
- 3) No pixels or tags beyond DoubleClick legacy tags are allowed in secure pages, such as confirmation (Thank You) pages.
- 4) No flash cookies.
- 5) Billing pixel must be first or second pixel that is called.
- 6) No ad blocking.
- 7) Pixel must be less than 1K

## Latency

- 1) Pixels and/or tags cannot add measurable latency to page load.
- 2) Pixels and/or tags must load on the page in less than 100 milliseconds

- 3) Pixels and/or tags must make direct requests, no redirects are permitted unless authorized by Dominion Enterprises.
- 4) Pixels and/or tags must load after initial ad request.
- 5) Pixels and/or tags must be edge cached.
- 6) Pixels and/or tags are limited to activating only one DNS lookup.
- 7) On search result pages and pages where the same ad tag may appear in more than one listing, we must have documented verification from the third party that impressions will not be discounted. Dominion Enterprises will verify that in such event, the page is not suffering from latency. If latency is discovered, Dominion Enterprises reserves the right to suspend the campaign.

### **Cookies**

- 1) Cookies used or dropped in advertising campaigns must expire at the end of the campaign. All other cookies must expire within 13 months after the campaign has ended.
- 2) No use of tracking mechanisms are allowed (such as cookies), for the purpose of re-targeting, segment categorization, or syndication of users.
- 3) Data collected must be made available for review by Dominion Enterprises per request.

Dominion Enterprises reserves the right to amend this policy at any time. Dominion Enterprises reserves the right to reject any advertisements at any time based on its sole discretion.