Transparency and Disclosure Statement

Corvane Context Platform

Document owner	Measurement Governance
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Version	2.1
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Review cycle	Annually, and whenever a material methodology change is made
Related documents	Corvane Context Platform Methodology Document; Taxonomy Reference; API Reference

1. Purpose

This statement sets out what clients and other users of the Corvane Context Platform (the “Platform”) should know about how its measurements are produced, where they are limited, and how Corvane Media Intelligence (“Corvane”) handles errors and changes. It is intended to be read with the Methodology Document, which describes the measurement process in detail.

2. Scope

This statement applies to all contextual classification and brand safety data produced by the Platform for web pages and video, whether delivered through the API, the client dashboard, or scheduled reports. It does not apply to custom analyses performed under a separate statement of work.

3. Definitions

- **Analysis:** the process by which the Platform retrieves a piece of content and assigns contextual categories and brand safety risk levels to it.
- **Material change:** a change to the methodology that could reasonably change reported results. See Disclosure 13.
- **Restatement:** corrected data issued to replace data that was previously delivered with an error.

4. Disclosures

1. **Basis of measurement.** Classifications reflect the content that was available to the Platform at the time of analysis. If a publisher changes a page or video after it has been analyzed, the change is not reflected until the content is analyzed again. Default re-analysis intervals are listed in the Methodology Document.
2. **Content that cannot be analyzed.** Some content cannot be accessed or processed, for example content behind a login or paywall, content excluded by a site’s robots.txt file, or requests that time out. The Platform reports this content as “Not Analyzed” with a reason code.

Not Analyzed content is never counted as brand safe, and it is excluded from classification rates rather than assigned a default category.

3. **Accuracy and error rates.** No automated classification system is error free. Corvane measures model precision and recall each quarter against a sample of content labeled by trained human reviewers. Current results, the sample size, and the sampling method are available to clients on request.

4. **Human review.** Most classifications are made automatically. A defined share of decisions, along with all decisions a client disputes, are routed to human reviewers. Reviewer guidelines are maintained under version control and are updated when the taxonomy changes.

5. **Error correction and restatement.** When Corvane identifies an error that materially affects data already delivered to clients, it notifies affected clients within five business days, describes the cause and the data affected, and provides restated data once the correction is verified. Corvane keeps a record of every restatement for at least three years.

6. **Reporting completeness.** Processing delays and service outages can leave a reporting period incomplete. Reports for any affected period are marked as partial until processing is finished, and the marking states the hours or volume affected.

7. **Taxonomy alignment.** Contextual categories are mapped to the IAB Tech Lab Content Taxonomy. The mapping table, and any category where Corvane departs from the IAB definition, are published in the Taxonomy Reference. Clients receive at least 30 days' notice before the Platform moves to a new taxonomy version.

8. **Brand safety thresholds.** Brand safety results are reported as risk levels for each threat category. Default thresholds are documented in the Methodology Document. Clients may set their own thresholds, and client-set thresholds take precedence over the defaults in that client's reports.

9. **Third-party technology.** The Platform uses third-party services for some processing steps, such as speech-to-text transcription. Each third-party service, and the step it performs, is listed in the Methodology Document. Corvane remains responsible for the accuracy of results produced with third-party technology.

10. **No user-level data.** The Platform analyzes content, not people. It does not collect, receive, or use cookies, device identifiers, or other information about the individuals who view the content it classifies.

11. **Out-of-scope measurement.** The Platform does not detect or filter invalid traffic, and it does not measure viewability or audience. Clients who need these measurements should use a separate provider.

12. **Independent review.** The Platform's methodology and controls are reviewed each year by an independent third party. The scope and status of the most recent review are available to clients on request. Corvane does not describe any metric as independently verified unless that metric was within the scope of the review.

13. **Methodology changes.** Corvane gives clients at least 30 days' written notice before a material change to the methodology takes effect. A material change is one that could reasonably change reported results, such as a new model version, a new threat category, or a change to default thresholds. Changes are recorded in the revision history of the Methodology Document.

5. Questions and Disputes

Clients may direct questions about this statement, or dispute a specific classification, to their account team or to the Measurement Governance team. Disputed classifications are reviewed by a human reviewer, and the client is told the outcome and, where the classification changes, whether any delivered data will be restated.

6. Review and Approval

Role	Title	Date
Document owner	Measurement Governance Lead	February 18, 2026
Legal review	Associate General Counsel	February 24, 2026
Approver	Chief Product Officer	February 27, 2026

7. Revision History

Version	Date	Summary of changes
1.0	April 3, 2024	Initial release.
2.0	January 15, 2025	Added video analysis to scope. Added Disclosures 9 (third-party technology) and 11 (out-of-scope measurement).
2.1	March 2, 2026	Set a five-business-day notification window for restatements (Disclosure 5). Clarified treatment of Not Analyzed content (Disclosure 2).