



# IMPACT REPORT 2023

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## MAKING AN IMPACT

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### DOUBLEVERIFY STAKEHOLDERS:

Since our inception over a decade ago, DoubleVerify (DV) has been driven by a clear mission: to make the digital advertising ecosystem stronger, safer and more secure. Over the course of our 14-year journey, we have expanded our customer value proposition, launched innovative products, scaled our solutions across channels and geographies, and built a trailblazing and passionate global workforce inspired by a culture rooted in accountability and collaboration. Nearly 1,000 DV employees around the globe are committed to making a positive impact on our customers, partners, fellow team members, local communities and the entire digital advertising industry. This commitment to impart positive change has been a key driver in our ability to deliver exceptional business results. Because ultimately, we believe doing good is good for business.

We're thrilled to launch our first impact report, which highlights our company values, the positive results we have generated for our stakeholders, and our sustainability and corporate social responsibility initiatives. These initiatives positively impact our customers, shareholders and employees, creating a stronger company and driving long-term success.

A passion for innovation fuels our continuous drive to build dynamic solutions that power media performance by helping the world's largest brands navigate harmful online content and avoid fraudulent ad engagements. DV's platform delivers real-time analytics and measurement that optimize digital media spend and support better business and sustainability outcomes. Our ability to provide media quality and performance holistically throughout the digital media landscape gives advertisers the confidence to invest across a broad base of media environments and channels. In doing so, we help preserve the fair value exchange between buyers and sellers of digital media and support a free, equitable internet that engages various viewpoints in a safer and more secure manner.

Humanity spends most of its waking hours on the internet. A free internet is fueled by the digital advertising industry, which faces a growing number of challenges to effectively manage constituent ad spend. Advertising fraud, artificially generated views and brand safety issues continue to cloud the fair value exchange between buyers and sellers of digital media. And, as more dollars flow into digital media, fast-growing, premium-priced environments such as CTV attract criminals who seek to divert these investments and defraud global brands. As a result, new fraud schemes and variants detected by DV have more than doubled over the last two years. Our automated algorithms for fraud verification analyze massive datasets available through DV's global processing of billions of ad impressions each day. We detect over 1,200,000 fraudulent device signatures daily and our technology prevents millions of ad dollars from being siphoned away from our advertiser, platform and marketplace customers.

DV also helps advertisers navigate harmful content online, including hate speech, terrorism and pornography, and to direct their ad dollars away from pirated and counterfeit content. We pioneered an inflammatory news and politics category in response to the growing polarization of online rhetoric and brands' desire to have



**Nearly 1,000 DV employees around the globe are committed to making a positive impact on our customers, partners, fellow team members, local communities and the entire digital advertising industry.**

## MAKING AN IMPACT *CONTINUED*

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the ability to avoid this content. Our brand safety and suitability solutions support responsible speech, public safety and responsible marketing practices, and give advertisers clarity and confidence in their digital investment.

In 2022, DV launched sustainability measurement powered by Scope3. Our solution provides brands with insights into the total emissions generated by their digital advertising supply chain – helping them better monitor the carbon footprint of their advertising and incorporate data-driven sustainability choices into their campaign execution.

All of our incredible technology would be impotent if not built on a strong ethical foundation of trust. Trust is essential to building and maintaining the lasting partnerships we've created with the world's leading advertisers, social platforms, programmatic players and publishers. We earn and maintain trust through the independence of our platform and the accreditation of our solutions. As we are not party to the media transaction, we have no inherent bias or conflict of interest. DV is agnostic to the type of content and platform engaged in the transaction; we operate solely in the interest of our advertiser customers and their specific performance and placement criteria. And, because we have the widest and most comprehensive suite of third-party accredited solutions, DV is trusted by advertisers, marketers and agencies to provide verified data that drives better outcomes, while making the digital advertising ecosystem stronger, safer and more secure.

Our foundation of trust extends to the online community that engages with the advertisers we support. DV is committed to providing identity independent, privacy-forward, secure tools designed to promote the success of our customers while upholding the rights of individuals. The technology that powers our solutions and platform does not rely on the use of persistent identifiers or third-party cookies, which are being deprecated across the industry. Moreover, DV's contextual and attention-based performance solutions aim to reduce the industry's reliance on behavioral targeting and cross-device or property tracking.

We believe that our work at DV is vital to ensuring that the digital world, which has become such an essential part of all of our lives, remains safe, secure and free. We're excited to continue our pursuit of this mission, which ultimately makes a positive impact on the world.

We're proud of our results so far, but know we have so much more to do. We couldn't be more excited about the opportunity ahead and to realize the positive returns our work will yield for all of our stakeholders.



**Mark S. Zagorski**

CEO, DoubleVerify

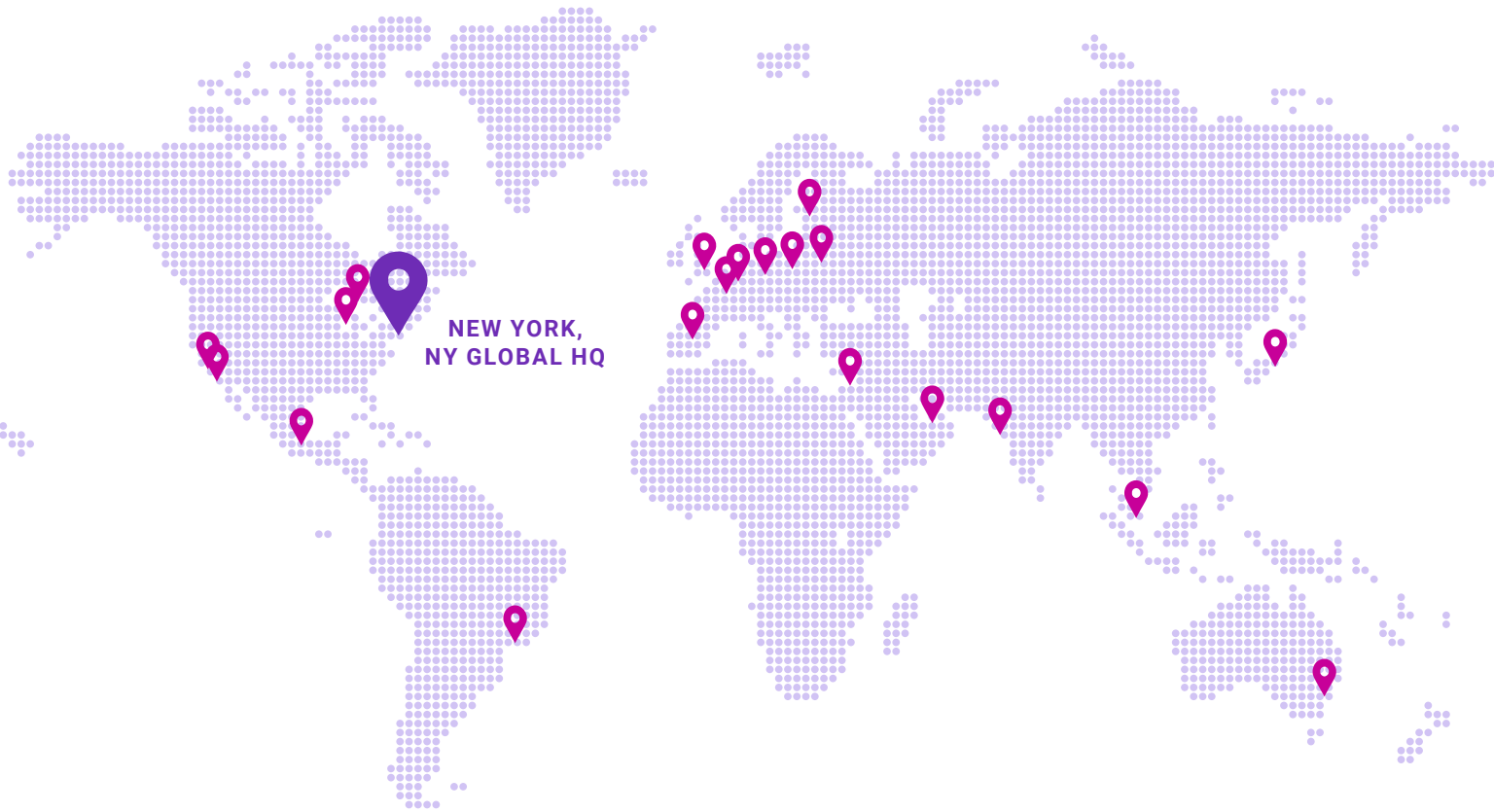
**Our work at DV is vital to ensuring that the digital world, which has become such an essential part of all of our lives, remains safe, secure and free.**



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## WHO WE ARE

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DoubleVerify is the leading software platform for digital media measurement and analytics. Our mission is to make the digital advertising ecosystem stronger, safer and more secure, thereby preserving the fair value exchange between buyers and sellers of digital media. Hundreds of Fortune 500 advertisers employ our unbiased data and analytics to drive campaign quality and effectiveness, and to maximize return on their digital advertising investments.

We have been powering digital media quality for over a decade. Founded in 2008, and currently headquartered in New York, DV has grown into a global organization with over 900 employees worldwide – spanning 21 locations across 17 countries in the Americas, EMEA, and APAC. In 2022, we measured 5.5 trillion media transactions creating actionable insights that power performance for the world’s largest brands, marketplaces and publishers.

We are continuously innovating to make digital advertising work better – better for our customers, better for our partners and better for the industry and its ecosystem participants. To do so, it is imperative that we strive to make an impact beyond the solutions we build. We believe that delivering on our corporate social responsibility, equity and sustainability objectives is essential to not only building a better company, but also to driving the success of our customers, partners and shareholders.

**We are committed to preserving a free, ad-supported internet that is impactful for brands, sustainable for publishers and respectful of consumer choice.**

> 2022 STATS



902  
Employees



\$452.4 MILLION  
Revenue



NYSE: DV  
New York Stock  
Exchange



NEW YORK CITY, NY  
Headquarters



> \$2.1M  
Total Impact  
Contributions



21  
Locations

# OUR CORE VALUES

DV's core values — passion, accountability, collaboration, and trailblazing (PACT) — support and reinforce our mission to make the digital advertising ecosystem stronger, safer and more secure. Living these values is core to our success and foundational to what we do everyday.



## TRAILBLAZING: WE INVENT A WAY

Throughout its history, DV has established a track record of industry firsts. Innovation has made us a market leader and is a source of sustainable advantage. Our reputation as an innovator also enables us to attract and retain the best and brightest talent.

## PASSION: WE ARE DRIVEN

To exceed our customer's expectations. We think creatively about how to solve market challenges and strive to anticipate emerging disruptions and opportunities.



To put our core values to work, we abide by a **Code of Ethics**. In each decision we make, we strive to consider how to best do business for and with all of our stakeholders — employees, customers, partners, community, shareholders and the industry.

## ACCOUNTABILITY: WE DO WHAT'S RIGHT — THE RIGHT WAY

We are a product-first, privacy-forward company. Our solutions deliver meaningful benefits and do so in a way that respects the privacy of our employees, partners and customers.



## COLLABORATION: WE'RE BETTER TOGETHER

Our success is directly tied to that of our customers, partners and employees. By bringing together diverse voices, perspectives and talents, we are able to build creative solutions that address the industry's challenges, driving positive change for our customers, communities and company.

# DV FOR GOOD & CORPORATE GIVING

At DV, we are committed to making an impact beyond just our core business by empowering our people to leverage our solutions and financial resources to do good. In 2022, DV committed over \$2.1 million to initiatives supported through DV For Good, the philanthropic vehicle we created to drive positive change in our global community while still advancing our corporate mission. Through employee donations and corporate gift matching, support for industry-based initiatives, partnerships focused on diversity and inclusion and the sponsorship of employees from underrepresented groups in partnerships that aim to amplify their voices and support their growth and leadership, DV for Good truly embodies our vibrant corporate culture.



## DV FOR GOOD

Established in 2021, DV For Good is our employee-led initiative focused on directing DV's external social impact efforts and corporate giving. The DV For Good framework concentrates on three pillars that are also core to our company ethos: Equity, Advancement of Truth and Sustainability. The DV For Good team is led by a cross section of DV'ers from diverse backgrounds, departments and seniority levels who share a common mission to identify and support initiatives, organizations and volunteer opportunities that align with our values and the DV For Good pillars.

We encourage and empower our employees to make an impact as active global citizens and to help ensure that DV is a responsible corporate citizen as well. In addition to the financial commitments that were made by DV in 2022, we support DV For Good initiatives by leveraging our deep technological resources and by providing opportunities for our employees to volunteer their time.

ADVANCEMENT OF TRUTH	SUSTAINABILITY	EQUITY
<p>We support the advancement of truth in all forms and believe it is core to our mission as a company. We support forums and organizations that promote the distribution of diverse viewpoints while elevating marginalized voices.</p>	<p>We are driven to reduce our carbon footprint and offset the impact that we have in our communities and on the environment in all that we do.</p>	<p>We believe an equitable society is essential to building a better world and building a better business. We support organizations that align with our vision to build a more equitable and fair ecosystem.</p>
<p><b>PARTNERSHIPS &amp; INITIATIVES</b>                      Barnardo's                      Common Cause                      EveryoneOn</p>	<p><b>PARTNERSHIPS &amp; INITIATIVES</b>                      Arbor Day Foundation                      Scope3</p>	<p><b>PARTNERSHIPS &amp; INITIATIVES</b>                      SeeHer                      Girls Who Code                      Women Who Code                      NAACP Legal Defense Fund                      The Trevor Project</p>

**DV FOR GOOD & CORPORATE GIVING CONTINUED**

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**ADVANCEMENT OF TRUTH: BARNARDOS**

DV supports Barnardos’ Discover Digital program, which provides content and resources to upskill young people aged 16 to 24 and help them find employment. Our financial contribution in 2022 helped Discover Digital continue to adapt, improve and provide young people with greater one-to-one staff support.

In addition, DV is creating an educational segment within the Discover Digital program. Accessible by 3,000 young people across the United Kingdom, DV’s “How to Make the Internet Stronger, Safer and More Secure” course is designed to help young people understand how the internet is funded, how their personal data may be used for online advertising and how to fact check information and sources in order to make the internet a stronger and safer place for all.



**SUSTAINABILITY: ARBOR DAY FOUNDATION**

In 2022, DV became a corporate partner of the Arbor Day Foundation. Founded in 1972, the Arbor Day Foundation is the world’s largest membership nonprofit organization dedicated to planting trees. With a focus in communities and forests of greatest need, the Foundation — alongside its more than 1 million members, supporters and valued partners — has helped to plant nearly 500 million trees in more than 50 countries. As a corporate partner, the DV team supported tree plantings in New York City and London communities, two of our largest office and employee locations. By supporting projects in locations where we live and work, DV aims to reduce its carbon impact and improve its communities.



**EQUITY: SEEHER**

SeeHer is the leading global movement of media, marketing, and entertainment leaders committed to the accurate depiction of women and girls in advertising and media. In 2022, DV committed to be the first corporate partner of SeeHer Education, which is the first certificate program combining Marketing and Gender Studies, bringing together top academics, students, and organizational leaders. As part of the partnership, DV will sponsor ANA University Membership for Pace University. ANA University Membership offers students the opportunity to network with professionals at DV and learn about the marketing and advertising industry first hand. In addition, DV will work with advertisers, agencies, and the marketing ecosystem at large to bring SeeHer Education to life through educational conversations with industry stakeholders and students about gender bias in marketing and advertising.



## DV FOR GOOD & CORPORATE GIVING *CONTINUED*

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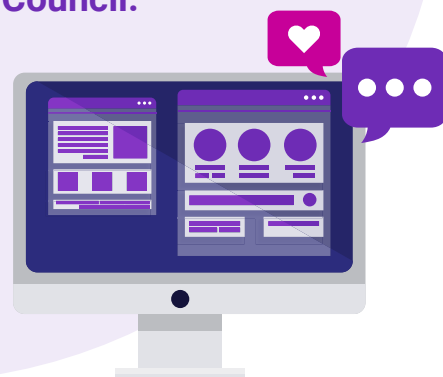
### ADDITIONAL CORPORATE GIVING AND IMPACT EFFORTS

The Ad Council was founded as a national nonprofit in 1942 with the belief that creative marketing can solve complex social issues. The Ad Council partners with the most innovative advertisers, the best storytellers, and the most powerful platforms to move the country forward. The Ad Council has created some of the most iconic campaigns in advertising history. Smokey Bear. Friends Don't Let Friends Drive Drunk. A Mind is a Terrible Thing to Waste. Love Has No Labels.

DV provides an annual monetary donation to support the general operations of The Ad Council and sits on The Ad Council board of directors. In addition, DV provides its verification solutions on a pro bono basis to support advertising campaigns of The Ad Council.



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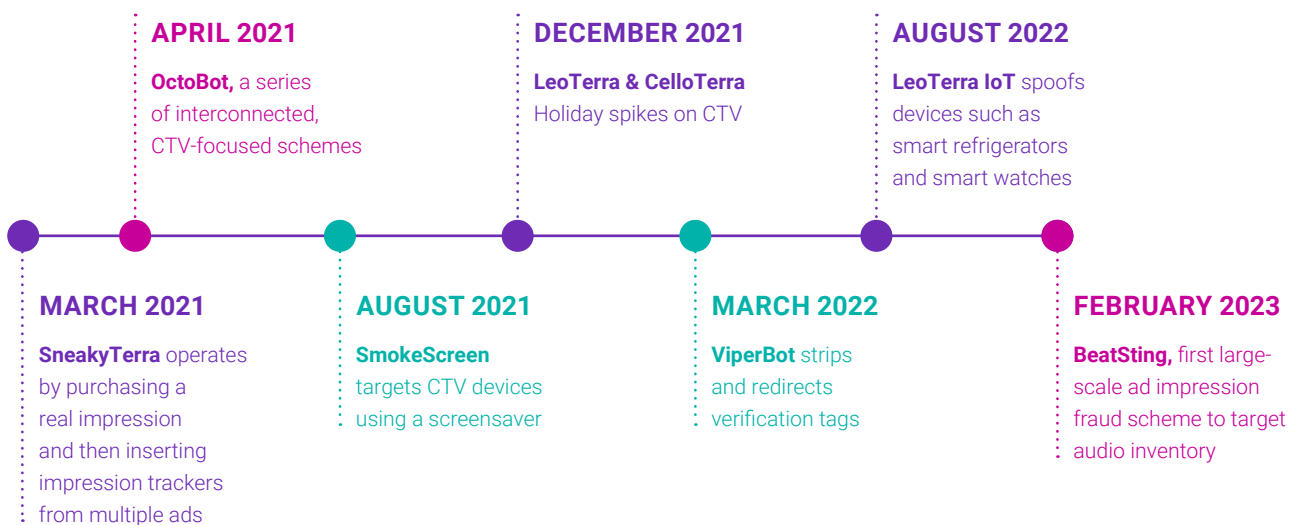
# TRUSTED SOLUTIONS

## TRUST AND INDEPENDENCE

DV earns and maintains trust through the independence of our platform and the accreditation of our solutions. As we are not party to the media transaction, we have no inherent bias or conflict of interest. And, because we have the widest and most comprehensive suite of 3rd-party accredited solutions, DV is trusted by advertisers, marketers and agencies to provide verified data that drives better outcomes. If independence and accreditations provide a baseline for trust, our focus on rooting out “bad players” in the ad tech ecosystem cements our position. Our concerted action to uncover and publicize sophisticated global fraud schemes that attempt to siphon millions of dollars of ad spend across industry channels cements our position as a trusted partner acting in the best interests of our customers and the industry.

**DV is trusted by advertisers, marketers and agencies to provide verified data that drives better outcomes.**

- The DV Authentic Ad™ helps brands reduce media waste and improve the effectiveness of their online advertising, giving them clarity and confidence in their digital investment. To be counted as Authentic, an ad must be fully viewed, by a real person, in a brand-suitable environment, within the intended geography.
- Our fraud solutions are core to our offering. Launched over a decade ago, DV’s Fraud Lab consists of dedicated data scientists, mathematicians and analysts from the cyber fraud prevention community. Our solutions safeguard advertisers against increasingly sophisticated invalid digital traffic, such as bot fraud, site fraud, malware, and app fraud. Below is an overview of some of the most critical schemes we’ve identified in the past few years:



**TRUSTED SOLUTIONS *CONTINUED***

- Authentic Attention (DV Authentic Attention®) delivers comprehensive engagement and exposure metrics that enable advertisers to optimize campaign performance based on key consumer interaction factors that impact outcomes. All without the use of persistent identifiers or cookies. *“Ultimately, DV is in the business of trust,” said Dan Slivjanovski, Chief Marketing Officer at DoubleVerify. “Trust is achieved when a company’s mission, team and actions are aligned – doing things for the right reasons, with transparency and independence. Trust is foundational to the lasting partnerships we’ve built with the world’s largest brands, platforms, and publishers, and is core to every solution we bring to market.”*
- We support publishers through our tools which accurately classify content enabling valuable sources of information such as news to be monetized, while marginalizing harmful content like hate speech and extreme violence.

We are committed to preserving a free, ad-supported internet that provides a diversity of viewpoints and is respectful of consumer choice.

**PRIVACY-FRIENDLY SOLUTIONS**

In addition, DV is committed to providing identity independent, privacy-forward, secure tools designed to promote the success of our customers while upholding the rights of individuals. DV has developed innovative privacy-friendly solutions designed to offer advertisers an alternative to behavioral targeting and tracking, as favorability of these practices continues to decrease due to regulatory measures and the deprecation of the third-party cookies across browsers. Our commitment to privacy-forward solutions rooted in transparency has enabled us to build our reputation of trustworthiness.

*“Brands and agencies will seek alternative ways to effectively reach audiences and maximize campaign performance. Cutting-edge performance solutions such as DV’s Authentic Attention® and Custom Contextual, which do not rely on persistent or cross-device tracking, will play a crucial role in 2023 and beyond as brands look to leverage privacy-preserving solutions,”* said Chief Product Officer, Jack Smith.

**Trust is foundational to the lasting partnerships we’ve built with the world’s largest brands, platforms, and publishers, and is core to every solution we bring to market.**



**DV is committed to providing identity independent, privacy-forward, secure tools.**

# CORPORATE SOCIAL RESPONSIBILITY HIGHLIGHTS 2022

## ENVIRONMENT



**Greenhouse gas (GHG) emissions inventory**  
conducted across Scopes 1-3



**Identified emission reduction initiatives**  
and created a sustainability working group to drive implementation



**Launched carbon emissions measurement for digital media campaigns,**  
in partnership with Scope3



**Partnered with Arbor Day Foundation**  
to support tree plantings in New York City and London



**Organized employee-led Earth Day cleanups**  
throughout global locations

## SOCIAL



**Committed to being the first corporate partner of SeeHer Education**



**Enhanced parental leave**



**Expanded Diversity, Equity, Inclusion and Belonging initiatives**



**Implemented four Company-Wide and four Personal Refresh & Recharge Days for mental wellness**



**Achieved an 89% participation rate**  
in our employee engagement survey and a score improvement in 85% of questions, over 2021

## GOVERNANCE



**60% of directors identify as a woman or member of an underrepresented community**



**100% independent committees of the Board of Directors**



**Majority independent board**



**Maintained privacy certifications**  
with TrustArc



**Attained ISO 27001 certification**  
for its Information Security Management System

## > CLIMATE AND SUSTAINABILITY

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# ENVIRONMENTAL POLICY

DV is committed to managing environmental impact as an integral part of our operations. DV's environmental policy includes the following sustainability initiatives:

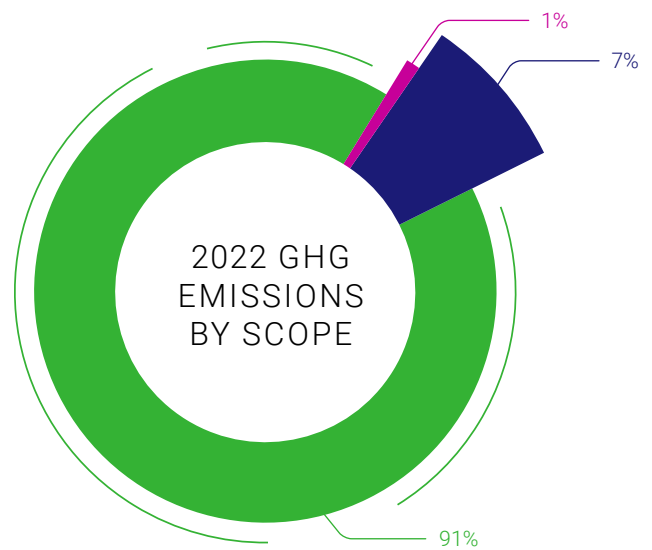


As we look to the future, DV will continue to evolve our environmental policy and is considering additional policy detail and initiatives including:

- Ongoing measurement and review of our GHG emissions
- Development of GHG emission targets intended to help limit global warming to less than 1.5° C above pre-industrial levels
- Sourcing renewable energy in our offices where available, and potential purchase of RECs

# GHG EMISSIONS INVENTORY

This is the first year that DV has published its emissions inventory according to The Greenhouse Gas Protocol Corporate Accounting and Reporting Standard. We will use the 2022 emissions inventory as our baseline year to understand the impact of our carbon emissions and enable us to start the process of setting emission reduction targets.



Emissions Source	Emissions (metric tons CO2e)	% of Total GHG Inventory
<b>● Scope 1 Emissions</b>	<b>109</b>	<b>1%</b>
Stationary combustion	99	1%
Refrigerants	10	0%
<b>● Scope 2 Emissions (Location-based)</b>	<b>1,000</b>	<b>7%</b>
<b>● Scope 2 Emissions (Market-based)</b>	<b>921</b>	<b>7%</b>
<b>● Scope 3 Emissions</b>	<b>11,835</b>	<b>91%</b>
Purchased goods and services	8,340	70%
Capital goods	338	3%
FERA	232	2%
Waste	129	1%
Business Travel	1,684	14%
Employee Commuting	814	7%
Upstream leased assets	298	3%
<b>Total - Scope 1, 2, &amp; 3</b>	<b>12,944</b>	<b>100%</b>

## GHG EMISSIONS INVENTORY *CONTINUED*

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**SCOPE 1 DIRECT EMISSIONS** include emissions from onsite natural gas and diesel fuel consumption, and fugitive gas leakage from refrigerants used in studios/ offices and data centers.

**SCOPE 2 INDIRECT EMISSIONS** include emissions from purchased electricity. For leased colocation data centers, we've taken an operational-control consolidation approach and are accounting for upstream emissions of leased colocation data centers in the Scope 2 reporting.

**LOCATION-BASED EMISSIONS** are calculated using a location-based electricity grid emissions intensity factor, which defines the amount of GHG emissions generated per unit of electricity consumed in a certain geography.

**MARKET-BASED EMISSIONS** are calculated using a residual factor for grid emissions intensity, after accounting for the use of renewable energy in a certain geography.

DoubleVerify is reporting only the relevant Scope 3 emissions in the sub-categories of purchased goods and services, capital goods, fuel and energy related activities, business travel, upstream leased assets, employee commuting, and waste. See [Table 3: GHG Methodologies and Assumptions](#).

## EMISSION REDUCTION TARGETS

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DV aims to develop science based emission reduction targets intended to help limit global warming to less than 1.5°C above pre-industrial levels.

### EMISSIONS REDUCTION FRAMEWORK

In 2023, DV will focus on identifying emission reduction levers as we continue on the next phase of our climate impact journey. We will continue to evaluate and develop a science-based emissions reduction framework with near term (1-3 years) and long-term (4+ years) goals aimed at reducing our carbon footprint.

### RENEWABLE ENERGY

As an initiative 2023, we are evaluating the purchase of renewable energy for our offices where it is feasible, including committing to the use of renewable energy for our global headquarters in NY, our largest office. For those offices where renewable energy is unavailable, we are also evaluating the purchase of RECs as offsets.

**DV is committing to the use of renewable energy for our global headquarters in NY, our largest office.**



## SCOPE3

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In recent years, one of the key areas of concern for brands and consumers is sustainability. Increasingly, consumers are putting pressure on brands to eliminate or reduce their carbon footprint, including the emissions generated by their digital advertising. According to a recent Microsoft/Dentsu study: 84% of global consumers are more likely to buy from a company that practices sustainable advertising. In 2022, we launched DoubleVerify's carbon emissions measurement solution powered by Scope3 to empower advertisers to make data-driven sustainability decisions with their digital media strategies. The solution provides insights into the total emissions generated by the digital advertising supply chain – helping brands better monitor the carbon footprint of their advertising.



**“We can’t expect carbon-aware decisions about ad spend to be made without a comprehensive and accurate view of how supply-side partners are contributing to emissions. With Scope3, we are able to provide advertisers and agencies with the information they need to take action and drive real change. For the first time, they are able to measure and reduce the impact of their properties and ad spend, all via DV’s massive verification backbone.”**

- DoubleVerify CEO Mark Zagorski



## E-RECYCLING

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We partner with a national non-profit organization to sustainably and securely e-recycle equipment for reuse. By donating our retired technology to our NAID AAA and R2 certified partner, our devices are data-sanitized and refurbished and then provided to families, individuals and nonprofits in need or recycled (zero-landfill). In 2022, DV donated 169 laptops.





## ARBOR DAY FOUNDATION

In 2022, DV partnered with the Arbor Day Foundation to further DV's goals of making a positive impact within its employee communities around the globe. As part of its partnership with the Arbor Day Foundation, DV sponsored events in London and in NYC focusing on habitat restoration and air quality impact. Through these efforts, approximately 3,300 trees were planted in locations where DV employees live, work and play.



### EALING, LONDON, UK

Heathrow Airport's proximity to the London suburb of Ealing is one of the contributing factors of very poor air quality within the area. The surrounding community is known to be one of the more disadvantaged communities throughout the UK, with frequent flooding events only exacerbating local concerns. Additionally, the community is also home to an urban woodland that provides critical protection to a nearby wildflower meadow – significantly important greenspace for local residents. Our efforts helped plant 3,000 native trees including black poplar, which is considered an endangered species within the UK. The impact of this project helped increase the urban forest's canopy and will provide the community with environmental benefits like flood mitigation, increased wildlife habitat, and improved air and water quality for years to come.



**Our efforts helped plant 3,000 native trees.**



ARBOR DAY FOUNDATION *CONTINUED*

**BRONX, NEW YORK CITY, USA**

Known for being one of New York City’s last remaining old-growth forests, the Bronx River Forest is currently in decline due to the persistence of the invasive Emerald Ash Borer. This infestation has significantly damaged the forest’s canopy – including the destruction of rare Pumpkin Ash trees – which has created more open areas for invasive plants to spread and cause further damage. Additionally, Hurricane Ida in 2021 caused city-wide flooding and eventually brought down many old-growth trees along the riverbanks, which had served an essential ecological purpose within this riparian ecosystem. This project planted a diverse blend of native tree species that will help to improve the local wildlife habitat, stabilize streambanks, reduce ecological erosion, and ultimately restore this urban forest by promoting a more resilient canopy.

**This project planted a diverse blend of native tree species.**



## > PEOPLE, CULTURE, AND EQUITY

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## OUR PEOPLE

At DV, we believe our people are our biggest asset. They drive the innovation and creativity necessary to maintain our position as the leading software platform for digital media measurement and analytics. We believe that attracting, engaging, and retaining top talent is critical to our continued success. We strive to attract the best and brightest talent in a competitive market, invest in our people's growth and development, and continue to build a culture where diversity, equity, inclusion, and belonging is celebrated. While we are proud of what we have accomplished thus far, we recognize that there are always opportunities to do better and do more.

We pride ourselves on being "all in". This means sharing values around what drives success - as individuals, colleagues, and partners to our clients. We integrate our core values of "PACT", passion, accountability, collaboration and trailblazing into everything we do; from our workspaces, to employee's day-to-day experiences, to the solutions we build, and how we solve problems and drive performance for our advertiser clients.

*"At DV, culture and values are more than simple catch phrases – they're sources of sustainable, competitive advantage," said Rose Velez-Smith, EVP & Chief Human Resources Officer at DoubleVerify. "DV employees embody our values in unique and diverse ways – from their commitment to client service, to the inventiveness they bring to solving the industry's challenges, to their passion for giving back to our communities. Living our values is a large part of why we consistently win a greater share of new business opportunities and boast a category-leading track record of customer retention and growth."*

Our employees are empowered to make an impact by solving big problems for the world's largest companies in a fast moving, high growth marketplace. The creativity and passion of DV'ers across the globe drives the innovation that solves complex challenges across the new and emerging digital platforms in the digital advertising ecosystem.



# DIVERSITY, EQUITY, INCLUSION AND BELONGING

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We are committed to delivering an exceptional people experience that fosters belonging by cultivating an equitable and intentionally inclusive culture where differences are celebrated; amplifying the voices of underrepresented communities at DV, and empowering each employee to bring their authentic selves to the workplace and to their roles. We believe that a range of viewpoints and experience fuels our innovation and provides a sustainable competitive advantage and the foundation for achieving our mission.

*"At DV we affirm the adage that diversity is a fact, and inclusion is a behavior," said Georgette Ledgister, VP of DEIB and People Experience. "The goal that anchors all of our diversity, equity, inclusion and belonging (DEIB) programs, initiatives, and policies is not simply to increase diversity, but to demonstrate in our behaviors and workplace culture that all DVers are safe, seen, heard, respected and celebrated. We will achieve this goal when DVers themselves report feeling that they belong and that DV is a place where they are succeeding."*

We take action to realize our commitment to DEIB by living our values (Passion, Accountability, Collaboration, Trailblazing), and by embedding DEIB as a core component of our business strategy through the following focus areas:

## CREATING SAFE SPACES

Creating safe work environments that foster belonging, collaboration, passion, psychological safety, and employee well-being is critical to the culture of equity and inclusion we are cultivating at DV.

## BUILDING CAPABILITIES

Building our capabilities to support systemic change internally and externally is critical to establishing and maintaining DV as an employer and partner of choice with an equitable and intentionally inclusive culture where marginalized voices are heard, and diversity is celebrated in all its forms.

## INVESTING IN OUR PEOPLE

Investing in our people fuels our growth, maximizes retention, engenders trust and encourages our history of trailblazing and innovation. Our core values and commitment to DEIB inform the investment we place in our people, whose talent has helped DV become an industry leader.

**Our goal is to demonstrate in our behaviors and workplace culture that all DVers are safe, seen, heard, respected, and celebrated.**



**DIVERSITY, EQUITY, INCLUSION AND BELONGING CONTINUED**

**QUANTIFYING OUR PROGRESS**

Using data to quantify our progress and hold each other accountable, and enabling sustainable progress as we scale. In 2021, we added a new role at DV to lead DEIB efforts and formally established our People Experience team. We continue to expand our efforts and evolve our internal DEIB Network, which by the end of 2023 will consist of six core groups, including five employee resource groups, and our DEI Council.

Gender (Globally) <sup>(1)(2)</sup>	Did Not Disclose	Female	Male
Overall	2%	39%	59%
Technical Roles <sup>(3)</sup>	3%	26%	71%
People Manager	1%	33%	66%
VP/SVP	-	32%	68%
DVSM <sup>(4)</sup>	-	27%	73%
Board of Directors	-	50%	50%

Ethnicity (US) <sup>(1)</sup>	Did Not Disclose	Asian	Black or African American	Hispanic or Latino	Two or more Races	White
Overall	30%	14%	4%	6%	2%	43%
Technical Roles <sup>(3)</sup>	30%	22%	2%	4%	1%	41%
People Manager	20%	9%	3%	7%	2%	59%
VP/SVP	22%	9%	-	6%	4%	59%
DVSM <sup>(4)</sup>	-	9%	-	9%	-	82%
Board of Directors	-	10%	-	10%	-	80%

<sup>1</sup> Data as of December 31, 2022.

<sup>2</sup> We report gender data according to EEO-1 categories. We recognize that these categories do not reflect the gender identities of all our employees, and we celebrate the identities of all of our colleagues.

<sup>3</sup> Product/Engineering.

<sup>4</sup> DoubleVerify senior management.



**DIVERSITY, EQUITY, INCLUSION AND BELONGING *CONTINUED***

**EMPLOYEE-LED INITIATIVES AND INCLUSIVE PARTNERSHIPS**

Employee-led initiatives, projects and programs comprise the core of our culture of belonging, and none have made a greater impact on our workplace than the DV DEI Council, our rapidly growing and evolving employee resource groups, and our inclusive partnerships.

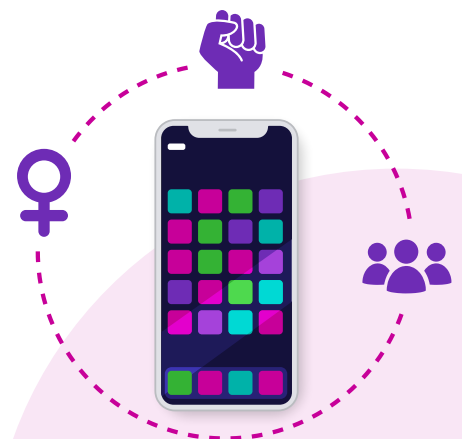
**DEI COUNCIL**

Established in 2020, the Diversity, Equity and Inclusion (DEI) Council is an employee-led committee that exists to define, support, amplify and execute DV's DEIB mission of fostering an inclusive and representative workplace. In its first two years of operation the council spearheaded several projects that made a significant impact at DV including advocating for, drafting, and executing on a plan to expand parental leave for non-birthing parents; launching several key educational programs, including the Pronouns Initiative; designing and hosting educational sessions during Black History Month, Women's History Month, Asian Pacific American Heritage Month, Pride, and Juneteenth; collaborating with Talent Acquisition to launch an HBCU partnership to give young Black professionals exposure to careers in the media and advertising industries; and drafting and implementing DV's inclusivity addendum for all job descriptions.

**EMPLOYEE RESOURCE GROUPS (ERGS)**

To increase representation at DV there are a number of Employee Resources Groups (ERGs), with new groups being formed dynamically. In 2022, we launched Women @ DV and in 2023 we launched Verified Black, and plan to launch ERGs for employees who identify as LGBTQIA+, Global API, and Global Latinx/Hispanic.

**Employee-led initiatives, projects and programs comprise the core of our culture of belonging, and none have made a greater impact on our workplace than the DV DEI Council, our rapidly growing and evolving employee resource groups, and our inclusive partnerships.**



**DIVERSITY, EQUITY, INCLUSION AND BELONGING *CONTINUED***

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**INCLUSIVE PARTNERSHIPS.**

To amplify the voices of underrepresented groups, DV also engages in a number of inclusive partnerships:

**CHIEF**

Chief is designed for women in the C-Suite, senior executives, and accomplished VPs to strengthen their leadership, magnify their influence, and pave their way to longstanding careers in c-suite roles. Our relationship with Chief started in 2022 and thus far, we have sponsored eight female executives at the VP and SVP+ levels.



**BOYD INITIATIVE**

The mission of the Boyd Initiative is to bridge the gap between Black college students and the advertising and media industry. The goal of the partnership is to expose the students, who mostly attend historically Black colleges and universities, to fundamentals of the digital advertising industry. In turn, DV is able to connect with a pool of pre-qualified and talented Black college students and recent graduates, hear what these students are looking for in an organization and understand the needs of the next generation of leaders.



**FUTURE NOW**

FUTURE NOW is a leadership incubator that engages, trains, mentors and connects college and graduate students to become leading talent in the content, business and technology sectors of the media and advertising industry. As a FUTURE NOW partner, DV is increasing access to careers in media and advertising, and building more diverse and inclusive recruitment pipelines through a series of programs, including a "Meet the Recruiter" event, as well as Leadership Talk that will spotlight unexpected roles and career paths in media and advertising, and mentoring.



**DIVERSITY, EQUITY, INCLUSION AND BELONGING *CONTINUED***

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**SEEHER EDUCATION**

DV is the first corporate partner of SeeHer Education – SeeHer’s newest initiative. SeeHer was founded in 2016 to increase the representation and accurate portrayal of women and girls in marketing, media and entertainment. SeeHer Education brings together top professors and practitioners who are leading efforts to create a curriculum for college students that marries marketing and gender studies. The goal is to eliminate gender bias from the outset.



**SHE RUNS IT**

She Runs It is a professional organization established in 1912, and dedicated to fostering the professional growth of all women, allies, and champions in the advertising industry. The organization is committed to creating access, removing barriers and uplifting women of all identities, backgrounds and ethnicities. DV’s partnership with She Runs It grants employees at every level with membership benefits including exposure to networking in the marketing, media and tech industries; mentorship, and leadership development.



**DV is the first corporate partner of SeeHer Education - SeeHer's newest initiative. SeeHer is an organization that focuses on increasing representation and the accurate portrayal of women and girls in marketing, media, and entertainment.**



## DIVERSITY, EQUITY, INCLUSION AND BELONGING *CONTINUED*

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### EMPOWERING AUTHENTICITY IN THE WORKPLACE

At DV we affirm that our people are not only worthy of our investment, they already come to DV with expertise, experience and stories that should be told, respected, and celebrated. To engender trust and encourage trailblazing in our DEIB strategy and in our business, since 2022, DV has been creating space on internal and external channels to spotlight our employees.



**DIVERSITY, EQUITY, INCLUSION AND BELONGING CONTINUED**



**DEANNA BARNES**

Deanna (Dee) Barnes joined DV in late 2019 in a sales role in the Chicago office. She has continued to excel in her role, earning a promotion and even winning the DV All In Award. She also served as the Co-chair of DV's DEI Council, which worked to foster a culture of authenticity and belonging at DV.



**ANDREW SMITH-HERMAN**

For over a decade, Andrew has built systems that connect people, processes technology, and culture so that information can flow efficiently and effectively through organizations. He loves helping people find their place within the world of work, and his research interests include the geography of the modern workplace, the cultivation of expertise, and the science behind quitting and failure.



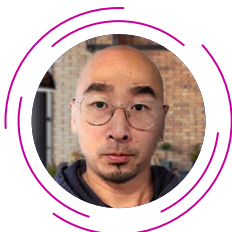
**LILY ODA**

Lily has been with DV since 2020. Starting as an Administrative Assistant, she transitioned to the People Experience team and manages all DV APAC offices and locations. Her goals are to ensure that the APAC region is further included in global DV culture, and to help bridge the gaps between Asian and Western culture. She is passionate about volunteer events and giving back to the community, and is thrilled to be a part of the awesome People Experience team!



**NAVRIOSKA MARINA MATEO MEJÍA**

Engineer by trade, Technical Program Manager by choice, Navrioska has 11+ years experience utilizing data to enhance processes. She loves designing functional and cutting edge technical architectures. Another passion of hers is witnessing growth in people, whether that be professionally or personally. Navrioska is also the co-founder of Mujeres en la Ingeniería RD and believes that innovation is driven by diversity and that change starts within ourselves.



**BUMHAN ("B") YU**

After years of working in advertising, branding, software, and financial industries cross-functionally, Bumhan "B" Yu is currently a senior product designer at DoubleVerify. Born and raised in Seoul, South Korea, and having studied psychology, linguistics, and design, B is passionate about bringing rich and varied perspectives to the team's culture and methods. A proud husband and dad, his biggest challenge outside Pinnacle products is to be a better human that his children can look up to.



**ADIANNA CLARK**

Adianna has been with DV for nearly 12 years. Starting in Client Services, she transitioned to managing training and onboarding for the Commercial organization just last year. She is passionate about process improvements and understands the importance of diversity and inclusion at our company. She is excited to serve as a co-chair for DV's newly founded ERG for Black employees.

## PAY EQUITY

Ensuring that our pay structures are designed and implemented with equity as a core component is part of living our value of Accountability and doing the right thing. In 2022, we conducted a pay equity analysis with our external advisor, Syndio, to evaluate and resolve any base pay disparities across gender or ethnic groups. Based on this analysis, DV achieved pay equity with respect to both gender and ethnicity in 2022.<sup>1</sup>

This pay equity analysis provides us with an analytical and data-driven process to ensure that our compensation philosophy and pay practices are based on legitimate factors (performance, role level, and experience) and employees are compensated in line with the pay of similarly situated groups. Our commitment to pay equity supports growth and development for employees of all backgrounds.

## EMPLOYEE HEALTH AND WELLBEING

DV is committed to offering a competitive and comprehensive benefits program that helps serve the needs of all our employees. In addition to healthcare, welfare, and supplemental lines of insurance, DV also offers various other health and wellbeing programs, including:



A self-directed time off policy for full-time and part-time employees in the U.S.



A hybrid work schedule designed to best maximize the use of all our employees' time.



Company-wide and personal mental wellness days.



Flex lifestyle program that includes a quarterly allowance of \$150 USD (or equivalent in local currency) for eligible health and wellbeing benefits, services, and products.



Multiple events and activities throughout the year to help create an inclusive and engaging employee experience.



Access to an external mental health partner to provide all employees globally access to high quality mental healthcare, available through individual coaching and therapy options.



Generous parental leave, offered to both birth and non-birth parents, mental health leave, and additional compassionate leaves.

**DV is committed to offering a competitive and comprehensive benefits program that helps serve the needs of all our employees.**

<sup>1</sup> Ethnicity analysis excludes non-U.S. employees.



# HUMAN CAPITAL DEVELOPMENT

We do not take our success for granted. We recognize that our employees are the most important part of our success; the diversity and uniqueness of our teams are valued and what makes DV great. This is one of many reasons why we provide ongoing training and support to ensure our employees can continuously develop and grow.

## TRAINING AND DEVELOPMENT

- **Extensive Onboarding Program:** DV immerses new hires in DV's culture, products, and vision and introduces participants to senior leaders to learn about our structure, operations and collaboration between DV departments.
- **Emerging Leaders Program:** The DV-ELP is a career-accelerating leadership program for high-potential DV talent moving into first time management positions.
- **Product Training:** Our extensive, ongoing product training programs help DV employees learn about DV products, and the history, players and competitors in the global landscape of digital advertising and marketing.
- **Skill Development:** DV invests in training that gives our employees the opportunity to grow their business skills with software training, role-based training and leadership and management training.
- **Coaching Powered by GrowthSpace:** DV offers employees the opportunity to develop professionally through focused 1:1 coaching and mentoring.
- **Strength Based Development:** We help DVers identify, recognize and develop their talents and strengths – and appreciate others' strengths too.

## EMPLOYEE ENGAGEMENT

Our 2022 employee engagement survey had an 89% participation rate, which is in the top 20% of a cohort of tech companies with 1,000-5,000 employees and an indication of strong engagement, commitment, and satisfaction of DV employees. We partnered with a third-party partner on the engagement survey to leverage industry standard engagement questions to evaluate and benchmark our results, as well as providing DV employees with confidence in the anonymity of the process.

**We recognize that our employees are the most important part of our success; the diversity and uniqueness of our teams are valued and what makes DV great.**



**89%**

participation rate in employee engagement survey.



## PRIVACY AS A RIGHT

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*“At DV we believe privacy and data protection are fundamental human rights. They constitute the cornerstone of DV’s culture of trust with our clients, partners and employees.”* said Beatrice Botti, VP, Chief Privacy Officer at DV.

At DoubleVerify, we believe privacy is a fundamental right of every individual. Rather than seeing privacy as a compliance obligation, as a privacy-first company, we see privacy laws and regulations such as the General Data Protection Regulation as a foundation on which we build our solutions. To demonstrate this conviction, we have built our privacy programs to scale and withstand the test of time, often holding ourselves to stricter standards than legal minimum requirements. Focusing on principles such as transparency, accountability and data minimization, we continue to hold ourselves to higher standards and cultivate a culture of trust that is key to our success.

**We have built our privacy programs to scale and withstand the test of time.**

## HUMAN RIGHTS

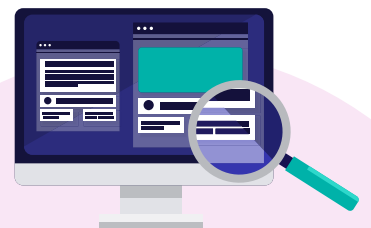
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### SUPPLY CHAIN

We are committed to the highest standards of business conduct and this extends to our network of vendors, contractors, consultants and other providers. We evaluate our supply chain to ensure that participants have reputable business practices and meet our expectations and standards of confidentiality, integrity, privacy, reliability and security.

### MODERN SLAVERY ACT

DV is committed to ensuring everyone working with and for our organization and throughout its supply chain, whether directly or indirectly, is treated with the respect and dignity they inherently deserve. We work hard to safeguard the wellbeing of the people who support our operations and services, and make every effort to ensure our work and our employees promote positive changes in the world.



**See The DoubleVerify Anti-Human Trafficking and Anti-Modern Slavery Code of Conduct.**

## > BUSINESS ETHICS AND GOVERNANCE

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# BUSINESS ETHICS AND GOVERNANCE

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We are committed to conducting our business in a responsible manner and believe that we have a responsibility as we make strategic decisions to understand how those decisions impact our stakeholders, which include our investors, employees, customers, partners and communities. Our Board recognizes the importance of these responsibilities and oversees our initiatives.

We believe that the effective management of corporate social responsibility issues will help support the sustainability and the long-term growth of our business, and create value for our stakeholders. DoubleVerify's corporate social responsibility efforts are led by our SVP of Investor Relations, Chief Legal Officer, and Chief Technology Officer. We report on the status of our corporate social responsibility related initiatives to our Board.

## BOARD OF DIRECTORS

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### ROLE AND RISK MANAGEMENT

The fundamental duty of our Board of Directors (Board) is to oversee DV for the benefit of our shareholders and other stakeholders, including overseeing and monitoring our corporate responsibility efforts. Our management team is responsible for day-day business, financial and compliance risks, but a key function of our Board is providing informed oversight of our risk management process. Our Board administers this oversight function directly through the Board as a whole, as well as through our Board committees that address risks inherent in their respective areas of oversight.

### COMPOSITION, QUALIFICATIONS AND DIVERSITY

We believe it is essential that our Board be composed of directors who are qualified to oversee and provide guidance on the development and execution by our management of our business strategies and who also possess a diverse range of backgrounds, skills, expertise and perspectives. We are proud that 60% of our Board are a member of an underrepresented community and/or identify as a woman. The diversity of our Board is reflected in the chart on the next page and demonstrates our commitment to these principles.

A majority of our Board is also independent<sup>1</sup>, and every member of our Audit Committee, Compensation Committee and Nominating and Corporate Governance Committee is independent.

**60% of our Board are a member of an underrepresented community and/or identify as a woman.**

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<sup>1</sup> "Independent" as defined under NYSE rules.

**BOARD OF DIRECTORS** *CONTINUED*

Total Number of Directors: 10	Female	Male	Non-Binary	Did Not Disclose Gender
<b>Part 1: Gender Identity</b>				
Directors	5	5		
<b>Part 2: Demographic Background</b>				
African American or Black				
Alaskan Native or Native American				
Asian		1		
Hispanic or Latinx	1			
Native Hawaiian or Pacific Islander				
White	4	4		
Two or More Races or Ethnicities				
LGBTQ+	1			
Did Not Disclose Demographic Background				

**BOARD GOVERNANCE**

Our Board has implemented measures to ensure accountability of our directors, including the adoption of our Corporate Governance Guidelines and Code of Business Conduct. In 2022, the Board conducted an enhanced self-assessment and evaluation process to continue to ensure it has an effective and appropriate governance functions and structure to fulfill its key role at DV. Our Corporate Governance Guidelines provide a framework for our corporate governance initiatives and cover topics including, but not limited to, director qualification and responsibilities, board composition, director compensation, and management and succession planning. Please see **Governance Documents** for additional detail.

Additionally, to enhance accountability, the Board has pledged to sunset provisions in our Certificate of Incorporation and Bylaws requiring a classified board and certain supermajority voting features within the next five years.

More information on our Board independence, governance, biographies, skills and experience can be found at [ir.doubleverify.com](http://ir.doubleverify.com) and in our proxy statement for our 2023 Annual Meeting of Stockholders filed with the SEC.

# ETHICAL CONDUCT

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## CODE OF ETHICS AND CODE OF BUSINESS CONDUCT

DV has a Code of Business Conduct and Code of Ethics that apply to all of our officers, employees, and directors. The Code of Business Conduct and the Code of Ethics address matters such as conflicts of interest, confidentiality, business practices, and compliance with laws and regulations. Our Code of Business Conduct and Code of Ethics are available on the **Governance Documents** section of our investor relations website at [ir.doubleverify.com](https://ir.doubleverify.com).

## ANTI-HARASSMENT / ANTI-DISCRIMINATION / ANTI-RETALIATION POLICY

We are committed to a work environment in which all individuals are treated with respect and dignity and are free from all forms of harassment and discrimination. Any form of harassment, even when not unlawful or directed at a protected category, is against company policy. All DV employees are required to do annual anti-discrimination and harassment training. Excerpts of this policy are available on the **Governance Documents** section of our investor relations website.

## ANTI-BULLYING POLICY

We are committed to a work environment in which all individuals are treated with respect and dignity and are free from all forms of abusive conduct. Abusive conduct, or “bullying,” is conduct of an employer or employee in the workplace, with malice, that a reasonable person would find hostile, offensive, and unrelated to an employer’s legitimate business interests. DoubleVerify will not permit or condone any acts of retaliation against anyone who files or cooperates in the investigation of bullying complaints. Excerpts of this policy are available on the **Governance Documents** section of our investor relations website.



**We are committed to a work environment in which all individuals are treated with respect and dignity and are free from all forms of abusive conduct.**

## ETHICAL CONDUCT *CONTINUED*

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### **REPORTING AND WHISTLEBLOWER POLICY AND DV SPEAKS UP**

We are committed to high standards of ethical, honest and legal business conduct. In line with this principle and our commitment to open communication, our Reporting and Whistleblower Policy provides an avenue for employees and other interested parties to bring to our attention illicit or illegal conduct and reassurance that they will be protected from reprisals for raising such concerns. Our Reporting and whistleblower policy is available on the **Governance Documents** section of our investor relations website.

*DV Speaks Up* is our 24-hour reporting service available to all DV employees, stakeholders and partners to raise concerns, share that someone or something is not living up to DV's Core Values, or report suspected violations of our Code of Ethics, our policies or the law. DV Speaks Up provides the option to report anonymously and our non-retaliation policy ensures no-one has to be afraid of asking questions or reporting potential issues.

### **INSIDER TRADING POLICY**

Our reputation for integrity and high ethical standards in the conduct of our affairs is of paramount importance to DV. In our work, we may become aware of material, nonpublic information about DV or companies we do business with. To preserve our reputation and comply with legal and ethical standards, it is essential that all of our associates' transactions in securities conform to U.S. securities laws and our Insider Trading Policy. Under our Insider Trading Policy, trading while in possession of material, non-public information is illegal and strictly prohibited, whether it is information about DV or another company. In furtherance of the foregoing, we also provide annual training to our employees to remind them of their responsibilities under the law and our Insider Trading Policy.

### **GLOBAL TRANSACTIONS POLICY**

DV complies with anti-corruption laws that govern our operations in the countries in which we do business, anti-money laundering laws, export and import laws and regulations and trade restrictions imposed by the United States. Every DV representative (wherever located) has the responsibility for compliance with anti-corruption laws and other laws subject to our Global Transactions Policy and must proactively report suspected possible violations to the Chief Legal Officer or through DV Speaks Up. In furtherance of the foregoing, we also provide annual training to our employees to remind them of their responsibilities under such laws.

# PRIVACY, SECURITY & DATA GOVERNANCE

Trust is foundational to the lasting partnerships we've built with global advertisers, as well as the world's leading programmatic and social platforms, and publishers. It is also the guiding principle DV follows as we develop and expand our privacy, security, risk and data governance programs. The privacy and security landscape of the advertising ecosystem is constantly evolving. That is why we are committed to providing privacy-forward, secure tools designed to promote the success of our customers while upholding the rights of individuals. Our commitment to transparency has enabled us to bolster our reputation of trustworthiness.

## COMMITMENT AND APPROACH

DV continuously monitors the evolution of the privacy and security landscape to ensure it remains a leader in the industry. DV's privacy team is responsible for the DV Privacy Program, implementing key initiatives and ensuring the success of DV's compliance efforts.

## PRIVACY

DV has devoted considerable resources to build a scalable and mature privacy compliance program that is predicated on principles such as privacy by design, privacy by default and accountability, and is poised to grow with our solutions. Rather than strive to meet minimum requirements, our privacy-forward approach enables us to stay ahead of and quickly adapt to the shifting regulatory landscape. Investing in a strong privacy program also enables us to be better prepared in the face of cyber risks, allowing DoubleVerify to focus on risk prevention rather than mitigation.

DV's Privacy Program governs DV's privacy practices and empowers DV employees, through regular training, events and company initiatives, to become privacy champions and play a key role in our program's success.

DV's Privacy Program is memorialized in extensive internal privacy policies and reflected in its public facing privacy notices, which cover the fundamental principles and best practices successful privacy programs encompass. See our [Solutions Privacy Notice](#).

Our commitment to transparency is also reflected in our approach to privacy compliance and efforts to provide customers and the market with tangible evidence of the effectiveness of our compliance efforts. We have completed multiple third party independent audits verifying the maturity and effectiveness of our privacy program against various international standards. DV's certifications and validation demonstrate its commitment to data privacy and its leadership in the industry, as it is the only digital ad verification provider to achieve the APEC CBPR and the APEC PRP certifications and TrustArc's IPV seal.

Starting in 2021, DV has completed the following certifications on an annual basis:

[TRUSTe's International Privacy Verification \(IPV\)](#)

[TRUSTe's APEC Privacy Recognition for Processors \(PRP\) Certification](#)

[TRUSTe's APEC Cross Border Privacy Rules \(CBPRs\) Certification](#)

**We are committed to providing privacy-forward, secure tools designed to promote the success of our customers while upholding the rights of individuals.**



**PRIVACY, SECURITY & DATA GOVERNANCE CONTINUED**

As a component of DV's certifications and validation, TrustArc also provides DV with independent and ongoing monitoring and guidance to ensure privacy governance and compliance. In 2022, DV expanded the APEC CBPR and TrustArc IPV to cover its HR operations, evidencing our commitment to provide strong privacy protection to our employees and job applicants.

**SECURITY**

In addition to our industry leading privacy compliance program, we have made information security and data protection a strategic priority. DoubleVerify has implemented multi-layered organizational, technical and administrative measures that are continuously advanced and invested in proactively. Our mature information security and data privacy programs include a dedicated team of cybersecurity and privacy experts, with access to industry-leading tools, facilities and executive leadership support.

To supplement DV's annual privacy and security training, we launch security awareness campaigns at regular intervals, administer targeted training and promote key security initiatives throughout the year, to ensure employees are prepared to identify and address security challenges, including phishing and social engineering attempts. Resiliency and redundancy are critical to all DV systems and services, ensuring ongoing reliability and availability.

We maintain policies and standards that are aligned or exceed legal, privacy, and industry compliance requirements, as well as widely accepted information security and governance frameworks.

**SOC2 Type 2 Certification.**

DV controls conform to the AICPA Trust Services Criteria, which are independently validated and attested via our SOC2 Type 2 report. DV has also attained an ISO 27001 certification.

**ISO 27001:2013.**

DV achieved ISO 27001:2013 certification for its Information Security Management System in October 2022. ISO 27001 is the most widely recognized international standard for information security management and is a testament to DV's continued commitment to creating a culture of trust and excellence for the benefit of our clients and partners. DV's can be found here — [ISO 27001 Information Security Certification](#).

**DATA GOVERNANCE & ETHICS**

Data is the cornerstone of DoubleVerify's operations, and it defines DoubleVerify's corporate identity inwardly, with respect to its workforce, and outwardly, with respect to its clients, business partners and prospects.

In 2021, DoubleVerify established a Data Governance Committee, inclusive of representatives from privacy, legal, tech and security. The mission of the Data Governance Committee is to provide guidance and oversight of data related governance, management and risk issues at DV.

**We maintain policies and standards that are aligned or exceed legal, privacy, and industry compliance requirements.**





## TRUST IN OUR PRODUCTS

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DV strongly believes in the value and need for external auditing and accreditation of our measurement solutions. Our accreditations and certifications give advertisers confidence in the efficacy and reliability of our solutions. These accreditations and certifications also ensure that our partners and other participants in the digital advertising ecosystem that are impacted by our digital media measurement can trust that our solutions are consistent, fair and meet industry standards.

DV is accredited by the Media Rating Council (MRC) for our DV Impression Quality services: Brand Suitability (across more than 40 languages at the page and site/app level), Fraud/SIVT and Display and Video Viewability in Desktop, Mobile Web, and Mobile In-App environments. The DV Authentic Ad® is also accredited. DV was first accredited in February, 2013 with renewals in 2015, 2017, 2018, 2020, 2021 and 2022. In 2020, we became the first measurement provider to receive accreditation for third-party integrated measurement on Facebook, in 2021 we expanded our Display and Video Impression counting and SIVT accreditation to CTV; in 2022 we added accreditation across our full suite of programmatic solutions (Authentic Brand Safety, Fraud/IVT, Viewability, standard Safety and Contextual targeting) and enterprise avoidance products (Brand Safety and IVT) for all integrated platforms, Independent 3rd-party reporting of Video Viewability on YouTube Ads Data Hub (ADH) as well as Authentic Attention® metrics and CTV in-app ad verification in nine languages.

Additionally, DV has been a participant in the Trustworthy Accountability Group (TAG) anti-piracy and anti-fraud programs since their inception. We have both the "Certified Against Fraud" and "Certified Against Piracy" seals with yearly renewals.

In addition to our accreditations and certifications, DV is a participant or signatory in different International and European initiatives:

- Signatory on the European Commission's Memorandum of Understanding on Online Advertising and Intellectual Property Rights.
- Participant in the Centre d'Étude des Supports de Publicité (CESP) Digital Ad Trust initiative in France
- Signatory of the German Association for the Digital Economy (BVDW) Code of Conduct for Programmatic Advertising

**Our accreditations and certifications give advertisers confidence in the efficacy and reliability of our solutions.**

## SUPPLY CHAIN / VENDOR CODE OF CONDUCT

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DV's commitment to trust and transparency extends and flows down to our supply chain, including our vendors, contractors, consultants and other providers. DV utilizes a vendor management platform to standardize cross-functional review of our supply chain and facilitate contracting, insurance, privacy, ethics, regulatory, sustainability, security, IT and financial reviews of third parties across our value chain. Our vendor management review ensures that third party vendors align with DV's policies and business interests, and enable DV to ensure our privacy, security and other relevant standards or requirements are upheld throughout our supply chain. More in depth reviews are conducted by DV's Privacy and Security team with respect to vendors that have a direct impact on DV's infrastructure.

**Our vendor management review ensures that third party vendors align with DV's policies and business interests, and enable DV to ensure our privacy, security and other relevant standards or requirements are upheld throughout our supply chain.**



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# ABOUT THIS REPORT

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## REPORTING PERIOD AND BOUNDARY

This report includes information on DoubleVerify's corporate social responsibility efforts from January 1, 2022, through December 31, 2022, unless otherwise indicated. The boundary of this report includes the activities of DoubleVerify Holdings, Inc. and its direct and indirect wholly owned subsidiaries.

## REPORTING FRAMEWORKS

In selecting content for inclusion in our 2022 report, we considered both industry-agnostic and industry-specific frameworks to help us define materiality, sustainability context, and stakeholder inclusiveness and completeness. This report was prepared in accordance with the core metrics of the World Economic Forum (WEF) Stakeholder Capitalism Metrics framework. We have also reported in accordance with our industry-specific Sustainability Accounting Standards Board (SASB) framework "Software & IT Services".

## FORWARD-LOOKING STATEMENTS

This report contains forward-looking statements pursuant to the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. All statements other than statements of historical fact could be forward-looking statements. When used in this report, the words "believe," "expect," "could," "may," "would," "will," "trend," "intend," and other similar words and expressions are intended to identify forward-looking statements. Examples of forward-looking statements include, but are not limited to, statements that relate to DoubleVerify's future prospects, developments, and business strategies, as well as corporate social responsibility targets, goals, and commitments outlined in this report or elsewhere.

Many factors and uncertainties relating to our operations and business environment, all of which are difficult to predict and many of which are outside of our control, influence whether any forward-looking statements can or will be achieved. Any one of those factors could cause our actual results to differ materially from those expressed or implied in writing in any forward-looking statements made by DoubleVerify or on its behalf.

We describe these risks and uncertainties in our SEC filings, including our most recent Annual Report on Form 10-K and our subsequent reports on Forms 10-Q and 8-K. We caution you that the important factors referenced there may not include all of the factors that are important to you. Our forward-looking statements speak only as of the date of this report or as of the date they are made and, except as required by law, we undertake no obligation to update our forward-looking statements.

## ONLINE CONTENT

Additional content related to DoubleVerify's corporate social responsibility program can be found online at [www.doubleverify.com/impact](http://www.doubleverify.com/impact).

# TABLE 1: WEF STAKEHOLDER CAPITALISM METRICS

GOVERNANCE	
<b>Governing purpose</b>	
Accounting metric	Disclosure
<b>Setting purpose</b> Corporate purpose statement	Our purpose is “to create a digital advertising ecosystem that is stronger, safer and more secure”. See <a href="#">About DoubleVerify</a> .
<b>Quality of governing body</b>	
Accounting metric	Disclosure
<b>Governance body composition</b> <ul style="list-style-type: none"> <li>ESG-inclusive Board skills matrix</li> <li>Board ESG competencies</li> <li>Non-executive Directors and independence</li> <li>Board gender and stakeholder diversity</li> <li>Board social inclusiveness</li> <li>Director tenure, commitments, obligations</li> </ul>	DV’s Board of Directors maintains ultimate oversight over the organization’s ESG efforts in coordination with Nomination and Corporate Governance Committee (“NomGov Committee”). The Company regularly updates the NomGov Committee with respect to its progress on ESG initiatives and efforts.  For governance body composition see <a href="#">Board of Directors</a> and our <a href="#">Corporate Governance Guidelines</a> . Please also see our <a href="#">Proxy Statement</a> for reporting on Board skills, experience and diversity.
<b>Stakeholder engagement</b>	
Accounting metric	Disclosure
<b>Material issues impacting stakeholders</b> <ul style="list-style-type: none"> <li>Stakeholder mapping</li> <li>Stakeholder consultation</li> <li>Analysis of material issues captured</li> <li>Feedback material issues to stakeholders</li> <li>Ongoing stakeholder consultation</li> </ul>	DV has identified four main stakeholder groups: investors, customers, industry partners and employees. We engage with each stakeholder group using different approaches; we had nearly 350 meetings with over 100 institutional investors in 2022, we responded to multiple ESG surveys/data requests throughout the year from both our investors and our customers, we have ongoing engagement with our employees and conducted our annual Employee Engagement survey. In this stakeholder consultation process, we have not yet conducted an assessment to identify which issues are material to our key stakeholders group.
<b>Anti-corruption</b>	
Accounting metric	Disclosure
<b>Anti-corruption practices</b> <ul style="list-style-type: none"> <li>Initiatives to combat corruption</li> <li>Policies and procedures</li> <li>Anti-corruption training</li> <li>Number and nature of corruption-related incidents</li> </ul>	DV complies with anti-corruption laws that govern our operations in the countries in which we do business and require directors, officers, employees, agents, consultants, contractors, business partners, and other third parties to act on DV’s behalf and comply with such laws. Generally, these laws prohibit bribery, directly or indirectly, of foreign government officials (including employees of foreign government-owned entities), political parties, or candidates to obtain some improper business advantage.  DV has a Global Transactions Policy that addresses anti-corruption, anti-money laundering, import/export sanctions and trade restrictions. DV also has other <a href="#">Governance Policies</a> in place, including a <a href="#">Code of Business Conduct and Code of Ethics</a> , that apply to all of our officers, employees, and directors. The Code of Business Conduct and the Code of Ethics address matters such as conflicts of interest, confidentiality, business practices, and compliance with laws and regulations. Anti-corruption training is a mandatory part of employee onboarding (and re-training is required on an annual basis), with a 100% completion rate in 2022. Furthermore we have various controls in place, including a robust vetting process in our vendor onboarding.  In 2022, we had no corruption-related incidents reported.

**TABLE 1: WEF STAKEHOLDER CAPITALISM METRICS *CONTINUED***

GOVERNANCE	
<b>Ethical behavior</b>	
Accounting metric	Disclosure
<p><b>Mechanisms to protect ethical behavior</b></p> <ul style="list-style-type: none"> <li>Whistleblower policy</li> <li>Mechanisms to report unethical behaviour</li> <li>Mechanisms to seek advice about ethical behaviour</li> </ul>	<p>DV is committed to high standards of ethical, honest and legal business conduct. In line with this principle and our commitment to open communication, our Whistleblower Policy provides an avenue for employees and other interested parties to bring to our attention illicit or illegal conduct and reassurance that they will be protected from reprisals for raising such concerns.</p> <p>DV Speaks Up is a 24-hour reporting service available to all DV employees, stakeholders and partners to raise concerns, share that someone or something is not living up to DV's Core Values, or report suspected violations of our Code of Ethics, our policies or the law. Our non-retaliation policy ensures no-one has to be afraid of asking questions or reporting potential issues.</p> <p>See <a href="#">Governance Policies and Governance Documents</a>.</p>
<b>Risk and opportunity oversight</b>	
Accounting metric	Disclosure
<p><b>Risk framework and processes</b></p> <ul style="list-style-type: none"> <li>ESG-inclusive risk and opportunity assessment</li> <li>ESG-inclusive risk management system</li> <li>Board oversight of ESG risks/opportunities</li> <li>Identify emerging non-traditional (ESG) risks</li> <li>Climate change and data stewardship explicitly integrated and addressed</li> </ul>	<p>Every year DV interviews department leaders across the global organization as part of its enterprise risk and opportunity management (ERM) process to identify enterprise risks that may prevent the company from meeting its goals and objectives and opportunities to accelerate its objectives. The ERM process is an evaluation of risks and opportunities areas that include industry, internal operation and governance, business operations, macro-economic, cyber and information security, data management and privacy, regulatory and policy, climate and sustainability, and financial matters.</p> <p>Senior leadership then assesses the likelihood and impact of each risk and opportunity. The residual risks are then evaluated taking into mitigation factors. The results are shared with DV senior management and their teams create more detailed action plans to address and manage each risk and opportunity. Senior management then reviews the results of the ERM process with the Board and discusses mitigation and action plans.</p> <p>The top/highest risks are discussed periodically as part of DVSM's strategy meetings. The full ERM process is completed annually.</p>

**TABLE 1: WEF STAKEHOLDER CAPITALISM METRICS *CONTINUED***

<b>PLANET</b>	
<b>Climate change</b>	
<b>Accounting metric</b>	<b>Disclosure</b>
<p><b>Greenhouse gas (GHG) emissions</b></p> <ul style="list-style-type: none"> <li>• Understanding of GHG Reporting Standard</li> <li>• GHG emissions inventory: Scope 1, 2, and 3</li> <li>• GHG emission reduction targets/initiatives</li> <li>• GHG targets in line the Paris Agreement</li> </ul>	<p>Total GHG emissions in 2022 were 12,944 MtCO<sub>2</sub>e, including Scope 1: 109 MtCO<sub>2</sub>e, Scope 2 location-based: 1000 MtCO<sub>2</sub>e, Scope 2 market-based: 921 MtCO<sub>2</sub>e, and Scope 3: 11,835 MtCO<sub>2</sub>e. DV aims to develop science based emission reduction targets intended to help limit global warming to less than 1.5°C above pre-industrial levels.</p>
<p><b>TCFD implementation</b></p> <ul style="list-style-type: none"> <li>• Understanding TCFD requirements</li> <li>• Identifying actions for TCFD implementation</li> <li>• Setting a max 3-year implementation timeline</li> <li>• Progressing TCFD implementation and reporting</li> </ul>	<p>DV is aware of the importance of TCFD reporting and is exploring the requirements and appropriate timeline for TCFD implementation.</p>
<b>Nature loss</b>	
<b>Accounting metric</b>	<b>Disclosure</b>
<p><b>Land use and ecological sensitivity</b></p> <ul style="list-style-type: none"> <li>• Operations inside or close to Key Biodiversity Areas (KBAs)</li> <li>• High Conservation Values (HCV) Assessment</li> <li>• Environmental/HCV management plans</li> <li>• Evidence of regular monitoring and reporting</li> </ul>	<p>DV does not have any operational locations inside or close to Key Biodiversity Areas.</p>
<b>Freshwater availability</b>	
<b>Accounting metric</b>	<b>Disclosure</b>
<p><b>Water consumption</b></p> <ul style="list-style-type: none"> <li>• Megalitres of water withdrawn/consumed</li> <li>• Indicate if withdrawn from water-stressed areas</li> <li>• Estimation for full value chain</li> <li>• Monitoring and reporting process</li> </ul>	<p>Water-related topics are not currently material for DV’s business operations, and we do not report on water withdrawn and consumed.</p>

**TABLE 1: WEF STAKEHOLDER CAPITALISM METRICS *CONTINUED***

<b>PEOPLE</b>	
<b>Dignity and equality</b>	
<b>Accounting metric</b>	<b>Disclosure</b>
<p><b>Diversity and inclusion</b></p> <ul style="list-style-type: none"> <li>• Diversity and inclusion policy / statement</li> <li>• List the relevant diversity breakdown indicators (ie. age, sex, ethnicity)</li> <li>• Provide diversity data sets for employees, management, board, contractors, etc.</li> <li>• Initiatives and policies to improve inclusion</li> </ul>	<p>At DV, we are committed to delivering an exceptional people experience that fosters belonging; cultivating an equitable, intentionally inclusive culture where differences are celebrated; amplifying the voices of underrepresented communities at DV, and empowering each employee to bring their authentic selves to the workplace and to their roles. By bringing together different talents, backgrounds and perspectives, we will accelerate our performance as a company and our mission to build a better industry. See <a href="#">Governance Documents</a>.</p> <p>For DEI breakdown metrics, see <a href="#">Diversity, Equity, Inclusion and Belonging</a>.</p>
<p><b>Pay equality</b></p> <ul style="list-style-type: none"> <li>• Priority areas of pay equality</li> <li>• Pay equality for women/men</li> <li>• Pay equality for minor/major ethnic groups</li> <li>• Policies promoting pay equality</li> </ul>	<p>DV promotes pay equity throughout its business and processes.</p> <ul style="list-style-type: none"> <li>• Salary ranges are posted for all US job listings, and we adhere to all local laws and regulations in regards to salary disclosure.</li> <li>• We have salary ranges for all employee levels, which are set by our HR team and adjusted on a localized basis.</li> <li>• Managers have discretion to be transparent with their direct reports as to where they fall within the salary range for their role.</li> <li>• Our HR team analyzes compensation decisions for equitable disparities.</li> </ul> <p>In addition, we conduct a pay equity analysis with our external advisor, Syndio, to evaluate and resolve any pay disparities across gender or ethnic groups on an annual basis.</p>
<p><b>Wage level</b></p> <ul style="list-style-type: none"> <li>• Ratio of entry-level wage to minimum wage, by gender</li> <li>• Ratio of total compensation of CEO to median compensation of all employees</li> </ul>	<p>As reported in our Proxy Statement, for 2022, the ratio of the compensation of the CEO to the median annual total compensation of all other employees was estimated to be 53 to 1.</p>
<b>Human rights</b>	
<b>Accounting metric</b>	<b>Disclosure</b>
<p><b>Risk for incidents of child, forced or compulsory labour</b></p> <ul style="list-style-type: none"> <li>• Regulatory obligations / jurisdictional requirements</li> <li>• Risk assessment (child labour, forced or compulsory labour)</li> <li>• Modern slavery policy / statement</li> </ul>	<p>DV and all its employees wholeheartedly believe that Human Trafficking and Modern Slavery have no place in our society. The <a href="#">DoubleVerify Anti-Human Trafficking and Anti-Modern Slavery Code of Conduct</a> summarizes our efforts to combat Human Trafficking and Modern Slavery in all its forms, including servitude and forced, compulsory, non-retributed and involuntary labor in our supply chain, our partners and our operations.</p>



**TABLE 1: WEF STAKEHOLDER CAPITALISM METRICS *CONTINUED***

<b>PEOPLE</b>	
<b>Health and well-being</b>	
<b>Accounting metric</b>	<b>Disclosure</b>
<p><b>Health and safety</b></p> <ul style="list-style-type: none"> <li>• Health and safety statistics (work related injuries / rate of fatalities)</li> <li>• Access to non-occupational medical and healthcare services</li> </ul>	<p>DV had no work related injuries in 2022. We provide a number of health and wellness benefits for employees. The company provides an annual \$600 benefit in what is called a "Flex Lifestyle" benefit; \$150 is offered quarterly for eligible health and wellbeing benefits, services, and products.</p> <p>DV has implemented a quarterly wellness day in which the company closes our offices globally. Employees are encouraged to also take another wellness day per quarter at their discretion.</p> <p>Our employees have access to ModernHealth which provides personalized resources for employee wellbeing. They can sign up for 1:1 sessions with healthcare providers at no cost and get unlimited access to live community sessions.</p>
<b>Skills for the future</b>	
<b>Accounting metric</b>	<b>Disclosure</b>
<p><b>Training provided</b></p> <ul style="list-style-type: none"> <li>• Staff training and development</li> <li>• Average hours of training per employee</li> <li>• Average training expenditure per employee</li> </ul>	<p>In 2022, our company onboarding program was redesigned to immerse new employees in DV's culture, products, and mission. The program was enhanced to include participation of our entire c-suite as well as key product or business leaders that bring DV's "All-In" mentality to life.</p> <p>We also re-engineered our Emerging Leader Program intended to support aspiring managers or newly appointed managers prepare and/or acclimate into their new responsibilities. The program's curriculum is reinforced by DV values and emphasizes the importance of a strong manager and leader.</p> <p>In addition to mandatory compliance trainings required of all new hires, we require mandatory Insider Trading and Anti-Bribery, Privacy and Data Security and Sexual Harassment trainings on an annual basis.</p> <p>Over the course of 2023 we are updating our internal learning management systems, and we expect to be able to provide more fulsome reporting data next year.</p>

**TABLE 1: WEF STAKEHOLDER CAPITALISM METRICS *CONTINUED***

<b>PROSPERITY</b>	
<b>Employment and wealth generation</b>	
<b>Accounting metric</b>	<b>Disclosure</b>
<b>Absolute number and rate of employment</b> <ul style="list-style-type: none"> <li>Total number and rate of new employee hires</li> <li>Total number and rate of employee turnover</li> <li>Both split out by age group, gender, other indicators of diversity and region</li> </ul>	As of December 31, 2022, DV’s headcount was 902 (a net increase of 92 since December 2021). <ul style="list-style-type: none"> <li>556 employees were based within the Americas</li> <li>289 employees were based within the EMEA region</li> <li>57 employees were based within the APAC region</li> </ul>
<b>Economic contribution</b> <ul style="list-style-type: none"> <li>Total monetary value of financial assistance received from government(s)</li> <li>EVG&amp;D split out by:                             <ul style="list-style-type: none"> <li>Revenues</li> <li>Operating costs</li> <li>Employee wages and benefits</li> <li>Payments to providers of capital</li> <li>Payments to government</li> <li>Community investment</li> </ul> </li> </ul>	DV’s financial statements are included in our <a href="#">2022 10-K</a> filing, beginning on page 74. In 2022 our community investment was \$2,128,472.
<b>Financial investment contribution</b> <ul style="list-style-type: none"> <li>Capital expenditures with investment strategy</li> <li>Share buybacks plus dividend payments with shareholder returns strategy</li> </ul>	In 2022, DV’s cash used in investing activities was \$40 million. We anticipate that our capital expenditures, including capitalized software, will be approximately \$15 million to \$25 million for 2023. Our investment strategy is articulated in our earnings calls, see <a href="#">Q4 &amp; FY 2022 Earnings Call (March 1, 2023)</a> .
<b>Innovation of better products and services</b>	
<b>Accounting metric</b>	<b>Disclosure</b>
<b>Total R&amp;D expenses</b> <ul style="list-style-type: none"> <li>Research and development (R&amp;D) costs</li> </ul>	Our product development expenses were \$95.1 million for the year ended December 31, 2022.
<b>Community and social vitality</b>	
<b>Accounting metric</b>	<b>Disclosure</b>
<b>Total tax paid</b> <ul style="list-style-type: none"> <li>Total global tax borne by the company</li> </ul>	As disclosed in our consolidated statements of cash flows for the year ended December 31, 2022, DV paid \$12.4 million of cash for taxes in 2022.

## TABLE 2: SASB SOFTWARE & IT SERVICES

SASB SOFTWARE & IT SERVICES			
<b>Environmental Footprint of Hardware Infrastructure</b>			
Accounting Metric	Category	SASB Code	Disclosure
(1) Total energy consumed (2) percentage grid electricity (3) percentage renewable	Quantitative	TC-SI-130a.1	Total energy consumed in 2022 was 2,998MWh, which was 100% received from the grid. DV did not purchase renewable electricity in 2022, but is evaluating options for 2023.
(1) Total water withdrawn (2) total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress	Quantitative	TC-SI-130a.2	Water-related topics are not currently material for DV's business operations, and we do not report on water withdrawn and consumed.
Discussion of the integration of environmental considerations into strategic planning for data center needs	Discussion and Analysis	TC-SI-130a.3	DV takes environmental considerations into account in its data center strategy. DV leverages a hybrid infrastructure model with both Co-located Data Centers and Cloud solutions. DV prioritizes providers that have a strong commitment to minimize their impact on the environment. Our current cloud provider is aiming for net zero by 2030. In 2022, DV's cloud setup was 50% renewable energy and DV will continue to optimize as renewable energy supply becomes available in the markets and regions we operate.
<b>Data Privacy &amp; Freedom of Expression</b>			
Accounting Metric	Category	SASB Code	Disclosure
Description of policies and practices relating to behavioral advertising and user privacy	Discussion and Analysis	TC-SI-220a.1	DV's technology and products include ad performance measurements solutions, some of which (fraud elimination and geo verification) rely on limited low sensitivity Personally Identifiable Information (IP address and, as applicable, user agent strings). DV does not engage in behavioral targeting and the solutions it offers are not intended to, nor can be leveraged as, a tool to enable behavioral targeting. DV believes in providing strong privacy protections to any individual whose information may be processed in any capacity – because we believe privacy is a fundamental right, not something that should depend on where an individual lives.
Number of users whose information is used for secondary purposes	Quantitative	TC-SI-220a.2	Not material to DV business activities.
Total amount of monetary losses as a result of legal proceedings associated with user privacy	Quantitative	TC-SI-220a.3	There were no reported material losses in FY 2022. Any material losses would be disclosed in our <b>2022 DV 10-K</b> filings.

**TABLE 2: SASB SOFTWARE & IT SERVICES *CONTINUED***

<b>SASB SOFTWARE &amp; IT SERVICES</b>			
<b>Data Privacy &amp; Freedom of Expression <i>Continued</i></b>			
<b>Accounting Metric</b>	<b>Category</b>	<b>SASB Code</b>	<b>Disclosure</b>
(1) Number of law enforcement requests for user information (2) number of users whose information was requested (3) percentage resulting in disclosure	Quantitative	TC-SI-220a.4	DV had zero law enforcement requests for user information. Consequently we had no user data requests that resulted in disclosure.
List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	Discussion and Analysis	TC-SI-220a.5	Our products and services are not providing content to the general public, so we are not directly subject to government-required monitoring, blocking, content filtering, or censoring.
<b>Data Security</b>			
<b>Accounting Metric</b>	<b>Category</b>	<b>SASB Code</b>	<b>Disclosure</b>
(1) Number of data breaches (2) percentage involving personally identifiable information (PII) (3) number of users affected	Quantitative	TC-SI-230a.1	DV experienced no material data breaches in 2022.
Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Discussion and Analysis	TC-SI-230a.2	DV has a robust information security program that ties into all aspects of the organization. This ranges from products and applications, to vulnerability and risk management, to third party vendor risk assessments, reviews, and oversight. Our Enterprise Risk Management program tracks risks across the organization as a whole, including to help us prioritize our defensive strategies against cybersecurity attacks to our code repositories, CI/CD pipelines, endpoints, applications, and our hybrid networks. We have a growing information security team that is complemented and augmented by managed security services providers and commercial solutions who cover 24/7 event and alert monitoring, incident response, threat intelligence, security awareness training, and dark web monitoring. We are aware that risks will never completely disappear, but we want to be prepared and enabled to respond quickly and efficiently when issues, zero days, and critical vulnerabilities and risks arise.
<b>Recruiting &amp; Managing a Global, Diverse &amp; Skilled Workforce</b>			
<b>Accounting Metric</b>	<b>Category</b>	<b>SASB Code</b>	<b>Disclosure</b>
Percentage of employees that are (1) foreign nationals and (2) located offshore	Quantitative	TC-SI-330a.1	Belgium: Foreign National (8.3%) Finland: Foreign National (4%) Australia: Foreign National (8.3%) Germany: Foreign Nationals (9.5%) Singapore: Foreign Nationals (17.4%) United Kingdom: Foreign National (1.2%) United States: Foreign Nationals (6.9%)

**TABLE 2: SASB SOFTWARE & IT SERVICES *CONTINUED***

<b>SASB SOFTWARE &amp; IT SERVICES</b>			
<b>Recruiting &amp; Managing a Global, Diverse &amp; Skilled Workforce <i>Continued</i></b>			
<b>Accounting Metric</b>	<b>Category</b>	<b>SASB Code</b>	<b>Disclosure</b>
Employee engagement as a percentage	Quantitative	TC-SI-330a.2	Our employee engagement was 89% over 2022. See <b>Employee Engagement</b> .
Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees	Quantitative	TC-SI-330a.3	In 2022, our Gender Diversity (globally) was 59% male, 39% female, and 2% did not disclose. Our racial/ethnic diversity (US only) was 30% Did Not Disclose, 14% Asian, 4% Black or African American, 6% Hispanic or Latino, 2% Two or more Races, 43% White.  For gender and ethnicity breakdowns, see <b>Diversity, Equity, Inclusion and Belonging</b> .
<b>Intellectual Property Protection &amp; Competitive Behavior</b>			
<b>Accounting Metric</b>	<b>Category</b>	<b>SASB Code</b>	<b>Disclosure</b>
Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	Quantitative	TC-SI-520a.1	We are not currently a party to any legal proceedings that would, either individually or in the aggregate, have a material adverse effect on our business, financial condition or cash flows.
<b>Managing Systemic Risks From Technology Disruptions</b>			
<b>Accounting Metric</b>	<b>Category</b>	<b>SASB Code</b>	<b>Disclosure</b>
Number of (1) performance issues and (2) service disruptions; (3) total customer downtime	Quantitative	TC-SI-550a.1	DV considers this to be confidential information.
Description of business continuity risks related to disruptions of operations	Discussion and Analysis	TC-SI-550a.2	Business Continuity Risks related to disruption of operations are discussed in our <b>2022 DV 10-K</b> filings, including on pages 25 and 26.
<b>Activity Metrics</b>			
<b>Activity Metric</b>	<b>Category</b>	<b>SASB Code</b>	<b>Disclosure</b>
(1) Number of licenses or subscriptions, (2) percentage cloudbased	Quantitative	TC-SI-000.A	DV does not use a licensing or subscription model. In 2022 DV measured 5.5 trillion media transactions.
(1) Data processing capacity, (2) percentage outsourced	Quantitative	TC-SI-000.B	Unlimited capacity. Currently, DV processes about 20TB of data per day 100% in-house.
(1) Amount of data storage, (2) percentage outsourced	Quantitative	TC-SI-000.C	Unlimited capacity. Current usage is ~750TB, 100% in-house.

## TABLE 3: GHG METHODOLOGIES AND ASSUMPTIONS

Scope	Emissions Source	Data Type Provided	WSP Data Quantification	Notes
Scope 1	Stationary Combustion	Square footage allocated to DV for all offices	Estimation	Natural gas use estimates are based on the U.S. EIA's Commercial Buildings Energy Consumption Survey (CBECS) 2012, Released May 2016. Table C25: Natural gas consumption and conditional energy intensity by Census region. For sites outside of the US, Northeast was used for northern and eastern Europe and Canada, and West was used for southern and western Europe. Used No of months active to accurately estimate for actual site consumption.
Scope 1	Refrigerants	Type of refrigerants for some sites	Estimation	Volumes of refrigerant consumption was not available, thus refrigerant usage for all sites was estimated based on the square footage of each facility. Unless actual refrigerant type was known, it was assumed 37% of the square footage of each site uses R-134a refrigerant. Based on total refrigerant emissions reported in U.S. EPA, Inventory of U.S. Greenhouse Gas Emissions and Sinks: 1990-2006, April 2008. An operating loss factor of 10% was estimated based on EPA Refrigerant Guidance. Based on typical commercial air conditioning.
Scope 2	Electricity	Square footage allocated to DV for all offices	Estimation	CBECS emissions factors used to estimate electricity consumption based on the region and building use. Used No of months active to accurately estimate for actual site consumption.
Scope 3	Purchased Goods and Services	Spend	Estimation	Spend data was provided by DV and grouped into the corresponding USEEIO Detailed Commodity Categories for Purchased Goods and Services. The USEEIO emissions factors with margins are then applied to the total spend for each category to estimate the total emissions.
Scope 3	Capital Goods	Spend	Estimation	Spend data was provided by DV and grouped into the corresponding USEEIO Detailed Commodity Categories for Capital Goods. The USEEIO emissions factors with margins are then applied to the total spend for each category to estimate the total emissions.
Scope 3	Fuel and Energy Related Activities	Square footage allocated to DV for all offices	Estimation	Calculated based off of the estimated natural gas and electricity consumption and using Upstream and T&D loss emissions factors.

**TABLE 3: GHG METHODOLOGIES AND ASSUMPTIONS *CONTINUED***

Scope	Emissions Source	Data Type Provided	WSP Data Quantification	Notes
Scope 3	Business Travel	Spend	Estimation	TripActions data was provided, which included air transportation, hotel stays, rail travel, and rental cars. DEFRA emission factors were applied to the total distance traveled, and number of hotel stays. The TripActions data did not break down air transportation by layover or round trip flights so the total distance of each booking was used to categorize by long, medium and short distances, TripActions also did not include the total distance traveled by rental cars, so estimated average miles traveled per day (US Highway Statistics) was used to estimate the total miles traveled. The TripActions data included only July – December 2022, so the totals were extrapolated to cover the beginning half of the year.
Scope 3	Upstream Leased Assets	Total electricity consumption and PUE	Estimation	To appropriately classify energy use, the IT electricity use is separated from the infrastructure electricity use based on the following calculations: For sites where PUE was not provided, industry average PUE of 1.57 per the Uptime Institute 2022 Global Data Center Survey, was used to account for total facility energy through the following formula: PUE= total facility energy/IT equipment energy. IT equipment was assumed to be the total electricity provided by DV. Total infrastructure electricity was found through the following formula: Infrastructure Electricity (kWh) = Total Facility Usage (kWh) – IT Electricity (kWh). IT electricity was assumed to be total electricity provided by DV.
Scope 3	Employee Commuting	Employee headcount	Estimation	Using US Department of Transportation data (USDOT 2014), in conjunction with ecoinvent 2.2 datasets for various transportation modes in conjunction with GWP impact assessment (SCLCI 2010, IPCC 2007), as well as some assumptions about commuting and work schedules , it is estimated that the average employee emits 1,700 kgCO <sub>2</sub> -eq/year. Headcount data was used to account for only office employees, remote working employees were excluded. We then applied 50% reduction to emissions per employee to account for minimal occupancy due to COVID.
Scope 3	Waste	Employee headcount	Estimation	Headcount data was used to account for waste generated in office per EPA’s Assessing Trends in Materials Generation Management in the US, Dec 2020. Assumed to be recycling, mixed municipal waste for landfill. Assumed 240 working day/year, based on 52 weeks and 5 working days each week and then subtracting 8 holidays and 12 vacation days.



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