

IAB UK Membership Agreement

The following shall constitute the full agreement (“Agreement”) between the company named below (“Company”) and the Internet Advertising Bureau (“IAB UK”) relating to membership of IAB UK.

Membership is conditional upon and subject to the approval of the IAB UK Directors.

This Agreement commences on the date that the IAB UK Directors approve the Company’s proposed membership and shall continue in full force and effect for one calendar year after that date unless otherwise terminated in accordance with this Agreement.

Membership is open to all companies with an interest in digital advertising, such as Publishers, Media Owners, Agencies and Ad Tech Companies and other businesses who offer services on the buy or sell side of the industry.

Membership is subject to IAB UK Constitution.

IAB UK Membership benefits

Membership benefits include, but are not limited to:

- Profile raising: Boost brand exposure, representation in industry conversations.
- Steer policy on regulatory affairs: Inform IAB UK’s position working with Government to shape policies that influence the future of digital advertising with lasting.
- Networking: Join specialist groups.
- Certification of the Gold Standard: exclusive to members and increasingly influencing where and how brands spend.
- Be at the cutting edge: Stay ahead of the game by keeping up-to-date with new and emerging technologies through member groups meetings and events.
- Inclusion matters: Be part of creating a diverse industry that works for everybody and learn how others have addressed inclusion and equity.
- Exclusive access to research and insights: including annual ADSpend report
- Upskill and learn: Our CPD-accredited training s including Programmatic, Ad Ops and Social Strategy.
- Access for everyone: Every employee of a member company gets access to these benefits, including online tools, resources, webinars, research and free events.

Membership Terms & Conditions

Membership subscription lasts for 12 months without exception. Beginning and end dates of the subscription are stipulated on the membership invoice.

Joining IAB UK

To join IAB UK, a company must complete this membership agreement and pay a non-refundable membership registration fee of £ 250 to cover the administration of the application. This excludes advertiser members. Applicants shall not officially become IAB UK Members or be entitled to any privileges of membership until this agreement has been signed and returned, the fees have been paid and the application has been approved by the IAB UK Directors.

Membership covers all employees of the member company. It does not include affiliated companies, group companies or business partners unless specifically stated and agreed with the IAB UK's Member Services team at inception or renewal.

Renewal of Membership

At the end of the first 12 month subscription, this agreement will automatically renew for successive one year subscriptions unless either party gives the other party written notice of its intent not to renew at least three months prior to the end of the then-current subscription.

All members must report their latest full year turnover or net digital revenues to an employee of the IAB UK Member Services no less than one month prior to renewal date, in order to facilitate the invoicing of the following year's membership fee. In the case of start-up businesses, a forecast of projected revenue will be used.

In the absence of a submission to IAB UK Member Services of up-to-date financial information, IAB UK will automatically issue an invoice to the member for the following year's membership one month prior to renewal date. In the absence of

any communication IAB UK shall attempt to ascertain latest net digital revenues or company turnover via financial statements submitted with Companies House.

Where this information is not available IAB UK shall be entitled to assume a 5% increase in fees. However, should the IAB UK learn subsequently that 5% is in fact below the member's actual level of increase, it shall have the right to make a further adjustment and invoice accordingly.

Resignation of Membership

In the event an existing member does not wish to renew their IAB UK membership, written notice of their intention not to renew must be provided to an employee of IAB UK Member Services at least three months prior to renewal date. By way of example if membership runs from 1st January 2018 to 31st December 2018, written notice of intention not to renew for 2019 must be provided to the IAB UK membership team no later than 30th September 2018.

Cancelled Membership

No refunds will be made for cancelled membership.

Suspension of Membership

A company's membership will be subject to immediate suspension by the Directors in the event that, but not limited to, the member being implicated in: Non-payment of membership fees. Actions that may bring the digital industry into disrepute. Breach of any obligation owed to IAB UK. No refunds will be made for suspended membership.

Late-Payment of Fees

IAB UK reserves the right to claim statutory interest at 8% above the Bank of England reference rate in force on the date the any debt owed to IAB UK becomes overdue and at any subsequent rate where the reference rate changes and the debt remains unpaid in accordance with the Late Payment of Commercial Debts



(Interest) Act 1998 as amended and supplemented by the Late Payment of Commercial Debts Regulations 2002.

Once an invoice has been raised it must be paid. Continued failure to pay a membership invoice will lead to the commencement of legal proceedings to recover the debt.

IAB UK Membership Agreement

By signing below, I represent and warrant, on behalf of the Company listed below, that I have the right and authority to enter into this Agreement on behalf of the Company, and that the Company will be bound by it.

Company agrees to all of the provisions of this Membership Agreement, and acknowledges that if and when its membership of IAB UK is approved by the IAB UK Directors, Company will be contractually bound to IAB UK in accordance with this Membership Agreement.

Company

URL

Print Name

Title

Authorized Signature

Date

IAB UK
67-68 Long Acre
London
WC2E 9JD

0207 050 6969
info@iabuk.com
www.iabuk.com

Registered in England number 03650406