

# Metadata Governance Policy

Version 1.0 | Effective Date: April 2025

## 1. Purpose

This policy establishes our legal, regulatory and operational framework for how MetaBroadcast manages metadata assets licensed by our customers.

Our platform helps customers aggregate and curate factual metadata describing their video assets. MetaBroadcast provides the technology to ensure the accuracy, consistency, accessibility, and security of each customer's metadata in alignment with business objectives, industry standards (e.g., Dublin Core, MPEG-7), and any relevant regulatory requirements (e.g., GDPR, CCPA) for media and entertainment sector customers.

MetaBroadcast's Atlas is a multi-tenant platform storing metadata from various data sources. The metadata residing in the Atlas data repository includes metadata from a wide variety of sources, including broadcast CMS, publicly available metadata and metadata each customer has licensed from their choice of sources. Customers will only have access and visibility to the data to which they have rights to.

MetaBroadcast provides metadata management capabilities to ingest, cleanse, harmonise, map IDs, match content records and normalise the customer's structured, semi-structured, and unstructured metadata. The ingested metadata may include data from sources that use machine learning to create data, such as suitability ratings or event tags.

MetaBroadcast has the right to map and share the identifiers associated with metadata records, but does not share the metadata records.

The Atlas metadata repository does not include personal data as defined by GDPR policies.

## 2. Scope

This policy applies to all metadata assets, systems, and processes managed by MetaBroadcast on behalf of its customers.

## 3. Guiding Principles

- **Quality:** MetaBroadcast leverages automated processes complemented by human analysis to ensure professionally created metadata is accurate, consistent, and complete.
- **Accessibility:** MetaBroadcast enables authorised stakeholders to efficiently retrieve and use their licensed metadata.
- **Compliance:** MetaBroadcast adheres to relevant industry standards (e.g., SMPTE, EIDR) and legal requirements (e.g., GDPR, DMCA).
- **Security:** MetaBroadcast provides a cloud-based platform, leveraging AWS security protocols to protect metadata from unauthorised access, alteration, or destruction. The platform is a cloud-native, multi-tenanted and microservices platform deployed on Amazon Web Services (AWS). It leverages AWS's Availability Zones as the backbone of its Disaster Recovery and Business Continuity plan. Data is backed up daily, and processes are in place to monitor system availability and system health, e.g. disk and memory, usage, frequency of update operations, and freshness of cached data;
- **Accountability:** Assign clear roles and responsibilities for metadata management.

#### 4. Roles and Responsibilities

- **Metadata Governance Board (MGB):** Oversee policy implementation, compliance, and periodic review.
- **Metadata Stewards/Editorial Team:** The primary purpose of our data management capabilities is to provide and ensure accurate metadata. This requires a robust quality assurance process, which includes double-checking content details through a thorough and reliable daily investigation. The editorial team ensure metadata integrity, monitor adherence to agreed-upon specifications, and address quality issues.
- **Engineering Team:** Maintain and optimise metadata management systems, enabling the ingest, harmonisation, mapping, matching and normalising of ingested metadata.
- **Legal and Compliance Team:** Advise on compliance with regulatory and contractual obligations.

#### 5. Metadata Management Specifications

- **Data Catalogue:** Each customer licenses the metadata residing in their metadata catalogue. MetaBroadcast recommends the adoption of a centralised taxonomy to ensure consistency across metadata assets.
- **Data Lineage:** MetaBroadcast identifies the origin of the data and tracks requests and changes to existing data records.

- **Data Standards:** Established standards like SMPTE, EIDR, and DDEX are adopted where relevant.

## 6. Metadata Lifecycle Management

- **Creation:** Define mandatory fields, templates, and metadata standards for new assets.
- **Storage:** Use scalable, secure storage solutions compatible with clients' delivery platforms.
- **Maintenance:** Regularly audit metadata for accuracy and completeness.
- **Archival:** Define retention policies to manage metadata lifecycle and ensure compliance.
- **Deletion:** Securely delete metadata that is obsolete or no longer required.

## 7. Metadata Quality Assurance

- Implement automated tools for detecting inconsistencies or missing metadata.
- Conduct periodic audits to ensure metadata aligns with customer requirements and industry standards.
- Report quality metrics (e.g., accuracy, completeness, timeliness) to stakeholders.

## 8. Metadata Security and Access Control

- Use role-based access controls to restrict access to sensitive metadata.
- Customer metadata is logically or physically isolated from others to prevent unauthorised cross-tenant access.
- Conduct regular security assessments to identify and mitigate risks.

## 9. Client Collaboration and Customization.

- Offer API integrations for seamless metadata exchange with customer systems.
- Maintain transparency on how metadata is managed, stored, and secured.

## 10. Training and Awareness

- Conduct regular training sessions for employees and stakeholders on metadata governance practices.
- Provide clients with resources to understand metadata standards and usage.

## 11. Compliance and Auditing

- Conduct internal audits to ensure adherence to this policy.
- Maintain documentation of metadata governance practices.

## **12. Review and Updates**

This policy will be reviewed annually by the Metadata Governance Board and updated as needed to reflect technological advancements, regulatory changes, and client needs.

## **13. Enforcement**

Non-compliance with this policy may result in disciplinary action, up to and including termination of employment or client contract.

## **Approval**

*Approved by: Guy Amos*

*Title: Metadata Governance Lead*

*Date: April 1, 2025*