



PromoStandards Integration Self-Assessment Questionnaire (SAQ)

Version 1.0 – 8/28/2025

The purpose of this document is to maximize the compatibility, quality, and levels of automation that can be achieved between entities using PromoStandards integrations. This questionnaire is for organizations providing and implementing PromoStandards endpoints, outlining the practices necessary to achieve the highest level of data quality and compliance with the standard. If you are using a third party service provider to host/implement/support your endpoints, please use their assistance to fill out this form.

As of the publishing of this document, compliance with these practices is voluntary, but that may change in the future as the SAQ matures and compliance becomes an integration requirement of PromoStandards adopters looking to maximize the quality of their integrations.

Section A. Internal Processes - Implementation

1. Before implementation, have you reviewed the published Best Practices documentation and specifications?
 - i. Yes No N/A
2. Do you team up with distributors/service providers to test your endpoints before releasing them to production?
 - i. Yes No N/A
3. Do you use the PromoStandards data validator or an equivalent validator to verify that your responses meet the specifications before releasing to production?
 - i. Yes No N/A
4. Do you have a strategy in place to support new and updated specifications as they are released?
 - i. Yes No N/A

Section B. Internal Processes – Ongoing Support

5. Do you have a team (or third party) supporting your PromoStandards integrations?
 - i. Yes No N/A
6. Do you have a team (or third party) engaged in PromoStandards community(Membership, PS Slack, Tech Summit, Office hours)?
 - i. Yes No N/A
7. Do you have one identified owner/team responsible to address data quality issues?
 - i. Yes No N/A
8. Do you have a defined process/SLA to support end user enquiries?
 - i. Yes No N/A
9. Do you have the processes in place to monitor incoming requests and performance of endpoints?
 - i. Yes No N/A
10. Do you have processes in place to ensure data integrity for all incoming transactional data (PO, Remittance etc.)?
 - i. Yes No N/A
11. Do you have a process/environment to support end-to-end validation?
 - i. Yes No N/A
12. Does the data transmitted through the PromoStandards API align accurately with the information displayed on your website or printed catalog?
 1. Yes No N/A
 - ii. If you cache data, do you have processes in place to keep it current?

1. Yes No N/A
- iii. If you generate any PromoStandards data manually, do you have processes in place to keep it current?
1. Yes No N/A
13. Do you have processes in place to do periodic reviews of your own data for accuracy and completeness?
- i. Yes No N/A

Section C. Compliance with specifications

14. Are you providing data in all required fields?
- i. Yes No N/A
15. Are you complying with data types? (string, Boolean, datetime with proper ISO formatting, etc.)
- i. Yes No N/A
16. Are you adhering to enumerated values? (countries, languages, etc.)
- i. Yes No N/A
17. Do you support all required webservice methods?
- i. Yes No N/A

Section D. Compliance with best practices

18. Do your string fields only include text data (i.e. no code snippets or tags such as HTML or JSON)?
- i. Yes No N/A
19. Do you populate all recommended optional fields in the Best Practices documentation for data that you have accessible?
- i. Yes No N/A
20. Have you implemented all optional webservice methods (that are relevant to your business)?
- i. Yes No N/A
21. Do all URL fields use secure protocols (such as https)?
- i. Yes No N/A
22. Are you using relevant error messages where possible (as opposed to just 999) as specified in the specifications?
- i. Yes No N/A
23. Do you populate fields only for their intended use as defined in the specifications? (e.g. do you avoid putting non-color data into the color field, such as flavors or sizes?)
- i. Yes No N/A

24. Are you following all [endpoint-specific best practices](#) set out in each specification?

i. Yes No N/A

Section E. Communication

25. Do you have published guides that include details unique to your endpoints, such as maintenance windows, rate limiting or optional fields that you are/are not supporting?

i. Yes No N/A

26. Do you have up-to-date contact information listed on [promostandards.org](#)?

i. Yes No N/A

27. Are all your endpoints listed on [promostandards.org](#)?

i. Yes No N/A

28. Do you offer sandbox/test environment for all endpoints that accept inbound data (e.g. PO, Remittance Advice, Order Shipment Notification V2.1, etc.)?

i. Yes No N/A

29. Do you have a defined process to support credential requests through [promostandards.org](#)?

i. Yes No N/A

Section F. Performance & Security

30. Do you allow dynamic IP addresses to integrate with data consumers? (i.e. do not require static IPs?)

i. Yes No N/A

31. Are your endpoints able to scale with traffic spikes, and still return responses in a reasonable amount of time?

i. Yes No N/A

32. Are you enforcing strong password requirement so that they cannot be guessed?

i. Yes No N/A

33. Are credentials encrypted at rest?

i. Yes No N/A

34. Do you have an Information Security plan in place to protect client data provided to you via PromoStandards?

i. Yes No N/A

Validation and Attestation Details

| | |
|---------------|--|
| Company Name: | |
| Total Yes: | |
| Total No: | |
| Total N/A: | |

Details for any items listed as “No” or “N/A”:

| Item # | Details |
|--------|----------------------|
| 6 | Explain details here |
| | |

I attest that the details provided in this SAQ are accurate to the best of my knowledge.

Signature:

Printed Name:

Title:

Date: