JIC|WEBS

UK Good Practice Principles certificate

ANTI AD FRAUD — JIC|WEBS — VALID TO: abc JUNE 2019

amnet

Company:	Amnet 10 Triton Street, London, NW1 3BF https://www.amnetgroup.com/en/uk/

Business/Brands verified:	Amnet
Service provided:	Agency Trading Desk (ATD)
Month of verification:	May 2018

Findings

	Good Practice Principles	Description of compliance with the Principles
1	Educate yourself about traffic fraud and the risks that it poses to your business	Amnet provides internal anti ad fraud training for all new starters during their induction process. This training includes an overview of the different types of fraud, as well as the various methods for mitigation and the relative strengths and weaknesses of each methodology. Additionally, in 2017 Amnet carried out a company wide 2 day workshop on Ad Fraud and its risks. Amnet also carry out ad-hoc training with external trainers and 3rd party ad verification tools. Amnet staff receive ongoing training and knowledge of ad fraud by subscribing to industry newsletters and notifications from third party anti ad fraud technology providers to keep aware of issues and developments.
2	Adopt policies and strategies to identify fraud and mitigate its impact	Amnet have an internal Advertising Fraud Policy which details how Amnet identify ad fraud and mitigate its impact on the Amnet network. Staff are trained on the policy when they join, including account managers who use it for reference when communicate with clients. Amnet's Advertising Fraud Policy includes: 1. Partnering with platforms that offer best in class fraud detection and prevention. 2. Targeting a small number of websites with which Amnet have direct relationships

Good Practice Principles	Description of compliance with the Principles
	3. Working with partners who offer a full refund on fraudulent impressions 4. Working with 3rd Party Ad-Fraud Vendors where requested by the buyer. All tools referred to above and in the sections below are non JICWEBS certified for ad fraud and have not been tested by ABC.
3 Set clear objectives for your media campaigns that focus on the measurement of real ROI, which is difficult for fraudsters to falsify.	Campaign objectives and KPIs are agreed on the Amnet Insertion Orders or by email. Where internal benchmarks by vertical are not available Amnet benchmark the KPI's against industry benchmarks, a link to the benchmarks used can be found here: https://www.richmediagallery.com/learn/benchmarks Where there are discrepancies between the objectives found and industry benchmarks these are investigated.
4 Practice safe sourcing and trust only business partners who have earned trust	Amnet operate on a whitelist only model for sellers and only by inventory from sellers they have direct relationships with. All sites are vetted prior to inclusion within Amnet's whitelist. In 2017 Amnet reviewed their partnerships with Exchanges to ensure that they were working with partners who meet Amnet's requirements for Ad Fraud and Brand Safety. New sellers are expected to meet the standards of Amnet's current partners.
5 Implement technology to detect and prevent fraud	Amnet UK uses a whitelist which features the websites of media owners with which they have an ongoing relationship. This whitelist is vetted manually by the head of programmatic activation. Where advertisers wish to run In-App inventory this is curated and categorised with the same level of detail. Amnet use Anti Ad-Fraud technology on all impressions. The technology looks for: • Non Human Traffic, including Robots, Spiders, Crawlers and other non human traffic • Auto-Refresh Additionally Amnet only work with partners who offer a full refund on fraudulent impressions.
6 Filter traffic through vendors who prioritise fraud detection	Amnet use Anti Ad-Fraud technology on all campaigns. Also see GPP 5. Amnet vet new vendors. See also GPP 4.

Verified by

Company:	ABC Ltd Saxon House, 211 High Street, Berkhamsted, Hertfordshire. HP4 1AD

Statement of verification provider:	We have reviewed Amnet's policies and procedures for reducing risk to exposure to ad fraud in accordance with the JICWEBS Good Practice Principles. Our enquiries were designed to independently confirm that the anti-fraud policies stated have been implemented and clearly documented where required. Our review did not extend to testing the effectiveness of any processes, procedures or controls for ad fraud. In our opinion, at the time of our review, Amnet had established policies to minimise the risk of ad fraud as described in the JICWEBS Good Practice Principles.

About JICWEBS

JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) was created by the UK and Ireland media industry to ensure independent development of standards for measuring performance online and benchmarking best practice for online ad trading.

About the JICWEBS Anti-Ad Fraud Commercial Group

The Anti-Ad Fraud Commercial Group is an industry body made up of representatives from across the digital display advertising ecosystem, including the buy- and sell-side. It comprises representatives from advertisers, agencies, agency trading desks, demand side platforms, advertising exchanges, sales houses, advertising networks, supply side platforms and publishers.