

# UK Good Practice Principles certificate



Company: Global  
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Business/Brands verified:	Digital Audit Exchange (DAX) and Global Owned and Operated
Service provided:	Publisher/Content Creator
Month of verification:	June 2019

## Findings

Good Practice Principles	Description of compliance with the Principles
<p><b>1</b> Educate yourself about traffic fraud and the risks that it poses to your business</p>	<p>Global keep up to date on advancements in ad fraud by reviewing the trade press and research on ad fraud to help develop their own expertise. This is shared with applicable staff via email. The content is obtained from various sources including, the IAB, JICWEBS town hall meetings, ad verification vendors’ newsletters and webinars/seminars.</p> <p>Global provides internal anti ad fraud training for all new starters during the induction process. The training includes what ad fraud is and how it works, ad fraud in audit and DAX and what steps Global take to manage and mitigate ad fraud.</p> <p>Global staff also 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.</p>
<p><b>2</b> Adopt policies and strategies to identify fraud and mitigate its impact</p>	<p>Global has an internal policy document “Digital Audio Exchange (DAX) – Ad Fraud Policy” which details how ad fraud is identified and removed from the Global Network. The policy applies to all audio including streaming and podcasts.</p> <p>The policy and additionally training material are available on Global’s ‘Microsoft Teams’ page for staff to review and available for reference when communicating with clients.</p>

Good Practice Principles	Description of compliance with the Principles
	<p>The DAX- Ad Fraud Policy states the following strategies to identify fraud and mitigate its impact:</p> <p>“All publishers and advertisers are known to DAX. Each programmatic buyer uses only their specific DAX Deal ID so not to be vulnerable to spoofing of bid requests.</p> <p>The majority of ads are mid-roll i.e. delivered at defined points within streams of content rather than as they are initiated....The nature of this inventory makes it less susceptible to ad fraud as triggering fraudulent impressions would require continuous downloading of a long duration of audio.”</p> <p>The DAX - Ad Fraud Policy is available to view at <a href="https://thisisdax.com/anti-ad-fraud-policy/">https://thisisdax.com/anti-ad-fraud-policy/</a></p> <p>Global also vet channels for appropriateness prior to inception and there are regular (daily) reviews of traffic, (including streaming and podcasts) to identify any anomalous data.</p> <p>Global Display and Video:</p> <ol style="list-style-type: none"> <li>1) Ads.txt file is used on all sites serving display and video ads so buyers can identify companies authorised to sell inventory (reducing domain spoofing).</li> <li>2) Traffic is filtered through Global's Ad Server which has the IAB/ABC International Bots and Spiders list enabled, this helps to minimise the exposure to known robots and spiders.</li> </ol>
<p><b>3</b> Set clear objectives for your media campaigns that focus on the measurement of real ROI, which is difficult for fraudsters to falsify.</p>	<p>Campaign objectives and KPIs are agreed with the buyer prior to commencement of a campaign.</p> <p>Campaign objectives are monitored and reported in a number of ways. These include:</p> <ul style="list-style-type: none"> <li>• Impression delivery</li> <li>• Click through rate % (Display and Video Only)</li> <li>• Listen through rate % (Audio)</li> <li>• Viewability (Display and Video)</li> <li>• Audience insight</li> <li>• Unique users</li> <li>• Demographics</li> <li>• Interests</li> </ul>
<p><b>4</b> Practice safe sourcing and trust only business partners who have earned trust</p>	<p>Audio (DAX)</p> <p>Global only work either direct with publishers or organisations who have the right to sell advertising space on behalf of publishers.</p> <p>When working with new publishers there are a set of standard vetting questions that Global ask which include:</p> <ul style="list-style-type: none"> <li>• If the site is using VAST or DAAST</li> <li>• If the publisher uses IAB category codes</li> <li>• Where ads are placed</li> <li>• The expected volumes</li> </ul>

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	<ul style="list-style-type: none"> <li>Where ads are placed within the stream (pre-roll, mid roll etc.).</li> <li>Whether traffic is mobile or web</li> </ul> <p>Additionally within DAX, the Global Ad Ops team carry out daily monitoring to ensure there is no anomalous activity.</p> <p>Global also hold weekly meetings to investigate all publishers and any anomalous traffic patterns.</p> <p>Display and Video</p> <p>All sites are owned and operated by Global. Global do not work with 3rd Parties for Display and Video.</p>
<p><b>5</b> Implement technology to detect and prevent fraud</p>	<p>Audio (DAX)</p> <p>There are currently no 3rd party technology vendors that can detect and filter fraudulent impressions within audio streams. However, the following factors mitigate risk of ad fraud in digital audio (and therefore the need for implementation of technology).</p> <ol style="list-style-type: none"> <li>Deal ID is used for all transactions within DAX - helping to reduce vulnerability to spoofing of bid requests.</li> <li>The majority of traffic is mid roll - i.e. delivered at defined points within streams of content rather than as they are initiated. The nature of this inventory makes it less susceptible to ad fraud as triggering fraudulent impressions would require continuous downloading of a long duration of audio.</li> <li>Sites are vetted for appropriateness prior to integration.</li> <li>Investigative checks are carried out on any anomalous impression rates seen.</li> </ol> <p>Global's Display and Video Policy states the following anti-fraud strategies:</p> <ul style="list-style-type: none"> <li>Ensuring all owned and operated sites contain an ads.txt file.</li> <li>Global's ad server uses the IAB/ABC International Robots and Spiders List.</li> </ul>
<p><b>6</b> Filter traffic through vendors who prioritise fraud detection</p>	<p>Audio (DAX)</p> <p>Global vet all publishers prior to them being added to their network (See GPP4) There are currently no 3rd Party Vendors that can detect and filter fraudulent impressions within audio streams.(See GPP5)</p> <p>Display and Video</p> <p>All display and video inventory is filtered through Global's ad server which has the IAB/ABC International Bots and Spiders list enabled.(see GPP5)</p>

## Verified by

Company: ABC Ltd  
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Statement of verification  
provider:

We have reviewed Global'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, Global 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.