UK Good Practice Principles certificate

ANTI AD FRAUD | JIC|WEBS | VALID TO: abc FEBRUARY 2020

rubicon PROJECT

Company:	Rubicon Project,
	Walmar House,
	5th Floor,
	296 Regent Street,
	London,
	W1B 3AP
	https://rubiconproject.com/

Business/Brands verified:	Rubicon Project
Service provided:	Technology
Month of verification:	January 2019

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	Rubicon Project has strong relationships with key industry bodies and vendors.
		Rubicon Project's Brand Protection and Inventory Quality team members participate in TAG, JICWEBS, IAB Tech Lab, and similar working groups focused on ad safety.
		Rubicon Project also works closely and maintains ongoing dialogue with a number of third party vendors.
		Training in ad fraud is given at the start of relevant staff's employment as an induction. Their knowledge is kept up to date as the staff actively monitor and approve new traffic. Training documentation such as the "Inventory Quality Team Training" document is regularly updated as new information or methods of detection are created.
		The Brand Protection and Inventory Quality teams meet periodically amongst themselves and communicate regularly with business teams and the company as a whole to ensure alignment.

Good Practice Principles	Description of compliance with the Principles
2 Adopt policies and strategies to identify fraud and mitigate its impact	Rubicon Project publishes its Inventory Quality Guidelines on its website https://rubiconproject.com/termsconditions/inventory-quality-guidelines/.

This gives guidelines around invalid impressions and states that any impression made available for sale on the Rubicon Project platform must result from human activity. The guidelines also lists types of inventory that must not be made available on the Rubicon Project platform such as, amongst others, using automated means to generate the impression, including spiders, scripts, or other non-human agents.

Internally, Rubicon Project maintains detailed internal documentation for applying the above-mentioned Inventory Quality Guidelines, including proprietary details on evaluating inventory quality, and listing examples of inappropriate content.

Rubicon Project's inventory is vetted by trained humans before on-boarding. If required, this may include escalation to Rubicon Project's inventory quality research team, who can apply a variety of proprietary techniques to evaluate the suitability of the inventory.

Rubicon Project uses a combination of third-party data to filter impressions suspected to originate from bots. Post-impression, Rubicon Project uses a third-party measurement vendor to sample paid impressions for invalid traffic, both to monitor overall trends and identify potential hot spots that need further investigation or require tuning in upstream blocking systems. Additionally, Rubicon Project works with its data warehouse and data science teams to identify signals that they can use to flag suspect traffic.

If at any time a buyer claim of fraudulent traffic is received, Rubicon Project investigates it thoroughly and uses learnings from that to improve its ad fraud countermeasures.

In instances where suspected ad fraud is identified, Rubicon Project reviews and investigates, and, if necessary, blocks the domain/app/account as applicable.

Rubicon Project maintains a list of domains and apps categorised into:

Whitelist – sites in this category are available to bid on.

Greylist – sites in the category are available to bid on but are monitored closely.

Blacklist – sites in this category are not available to bid on and this list is applied to all campaigns.

All tools referred to above and in the sections below are non JICWEBS certified for ad fraud and have not been tested by ABC. |

	Good Practice Principles	Description of compliance with the Principles
3	Set clear objectives for your media campaigns that focus on the measurement of real ROI, which is difficult for fraudsters to falsify.	GPP 3 is not applicable as Rubicon Project doesn't manage campaigns or set objectives.
4	Practice safe sourcing and trust only business partners who have earned trust	Rubicon Project's internal vetting policy details the vetting processes applied to new business partners, including the use of third-party and proprietary tools and data.
		Each new potential account is reviewed and evaluated for the seller business model, seller brand reputation, geospecific risks, format specific risks, and general fit to Rubicon Project's guidelines and the marketplace.
		For newly-on boarded intermediary sellers, Rubicon Project requires those sellers to have direct relationship rights with site owners/operators or app developers (our "one-degree removed policy"), and performs diligence through a questionnaire for domain/app level content quality, traffic quality, and ability to provide transparency. This is then combined with the business model evaluation for a complete view on trust.
		Rubicon Project has an Inventory Quality Questionnaire that it uses for new business partners and asks them to provide a description of inventory content, site/app list, breakdown of traffic sources, top 5 countries of traffic, and average monthly ad requests, and to outline their current operations and controls for inventory quality.
		Rubicon Project maintains a list of domains and apps categorised into:
		Whitelist – sites in this category are available to bid on.
		Greylist – sites in the category are available to bid no, but are monitored closely.
		Blacklist – sites in this category are not available to bid on and this list is applied to all campaigns.
		All tools referred to above and in the sections below are non JICWEBS certified for ad fraud and have not been tested by ABC.
5	Implement technology to detect and prevent fraud	Rubicon Project's ad fraud detection and prevention processes are focused on inventory vetting and use of third party technology, including:
		- Pre-bid implementation of industry-wide and Rubicon Project's in-house developed domain, user-agent, and IP blacklists
		- Pre-bid human vetting at account, domain, and app level (utilising third-party and proprietary tools)
		- Post-bid reporting and monitoring
		- Post-bid use of third party vendor data for domain and IP flagging

ANTI
AD FRAUD

JIC|WEBS

VALID TO:
abc
FEBRUARY 2020

rubicon
PROJECT

Good Practice Principles	Description of compliance with the Principles
	Rubicon Project maintains a list of categorised domains and apps (as stated in GPP4)
	Rubicon Project supports buyers' use of their own measurement tools to provide additional data and thoroughly investigates claims based on buyer data.
6 Filter traffic through vendors who prioritise fraud detection	Rubicon Project has an intensive inventory vetting process, vets all new business partners (see GPP4) and utilises both internal and third party tools (see GPP5).

Verified by

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

Statement of verification provider:

We have reviewed Rubicon Project'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, Rubicon Project 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.