

UK Good Practice Principles certificate

<p>ANTI AD FRAUD</p>	<p>JICWEBS</p>	<p>VALID TO:</p>
		<p>SEPTEMBER 2019</p>



Company: Sovrn U.K.
 4th Floor, Newlands House
 40 Berners Street Fitzrovia
 London
 W1T 3NA
 www.sovrn.com

Business/Brands verified:	Sovrn
Service provided:	Supply Side Platform (SSP)
Month of verification:	July 2018

Findings

Good Practice Principles	Description of compliance with the Principles
<p>1 Educate yourself about traffic fraud and the risks that it poses to your business</p>	<p>Sovrn has a dedicated Compliance Officer responsible for all compliance program oversight.</p> <p>The Compliance Officer completes annual Anti-Fraud, Anti-Malware, Anti-Piracy and Inventory Quality training, which is shared with the Sovrn compliance team.</p> <p>The Compliance Officer provides high level Anti-Fraud training to the Quality Team, the Product Team and the Publisher Support Team, which are the primary stake holders in the Anti-Fraud process.</p> <p>In addition, Sovrn are active members of the Coalition for Better Ads, the Interactive Advertising Bureau (IAB), the Trustworthy Accountability Group, and JICWEBS.</p>
<p>2 Adopt policies and strategies to identify fraud and mitigate its impact</p>	<p>Sovrn has robust invalid traffic detection and filtration controls. Control effectiveness is reviewed quarterly during their internal anti-fraud audits.</p> <p>Sovrn’s anti-fraud policies are disclosed here:</p> <p>Sovrn Focused on a Clean and Safe Marketplace</p> <p>Sovrn Commitment to Quality</p> <p>Sovrn Safety, Transparency and Trust</p>

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	<p>Sovrn has implemented Ads.txt to allow publishers to identify approved transaction partners. See more here Sovrn and Ads.txt</p> <p>Sovrn has successfully implemented the TAG payment ID protocol in accordance with the OpenRTB Payment ID Extension Guidance. This allows buyers and intermediaries to trace and resolve fraudulent impressions throughout the transaction chain.</p>
<p>3 Set clear objectives for your media campaigns that focus on the measurement of real ROI, which is difficult for fraudsters to falsify.</p>	<p>This principle is Not Applicable, since Sovrn does not manage campaigns or objectives.</p>
<p>4 Practice safe sourcing and trust only business partners who have earned trust</p>	<p><u>Inventory on-boarding and continuous inventory review</u></p> <p>All inventory is reviewed before adding to the Sovrn platform. Reviews include both technology scans using third-party anti-fraud contextual review tools and human review.</p> <p>Multiple third-party scanning tools are used to identify and rank fraud, traffic quality, page quality, referrals, site ownership, location, and age of domain.</p> <p>Human review consists of: site search for non-standard language and images, a review of history to ensure the site has sufficient history, copy review for copyright violations, file sharing review, social presence review, pop ups, pop unders, redirects, lacking content and quality, and tag review.</p> <p>New publishers require double authentication from two separate Sovrn employees before being added to the platform whitelist.</p> <p>Sovrn maintains platform-wide whitelists and blacklists, however, they will only submit bid requests on white-listed inventory. By default, any inventory that is not on the Sovrn whitelist is, effectively, blacklisted.</p> <p>Sovrn employs Traffic Quality Analysts, who are responsible for perpetual auditing of sites on the Sovrn platform. Signals for further auditing include a daily "suspicious publisher report" which highlights traffic anomalies, internal review requests, and continuous sampling of the platform.</p>
<p>5 Implement technology to detect and prevent fraud</p>	<p><u>Inventory on-boarding and continuous inventory review</u></p> <p>All inventory is reviewed before adding to the Sovrn platform. Reviews include technology scans using multiple third party anti-fraud and contextual review tools. The third party scanning tools are used to identify and rank fraud, traffic quality, page quality, referrals, site ownership, location and age of domain.</p>

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	<p><u>List or parameter based filtering:</u></p> <p>Sovrn employs an MRC accredited third party for IP list based detection and blacklist creation and maintenance. The IP list is updated every day. 100% of all impressions are filtered through the IP list.</p> <p>Sovrn’s domain blacklist is a proprietary list built from multiple signals, both internal and external. The list is updated every day. 100% of all impressions are filtered through the domain list.</p> <p>In addition to the blacklists referenced above, all approved inventory is placed on a whitelist (through double authentication) and Sovrn will only offer white-listed sources.</p> <p><u>Activity based detection and removal techniques:</u></p> <p>Sovrn uses two third-party measurement organizations to sample traffic quality across the platform. Results of the scans are reviewed daily by Traffic Quality Analysts and sources of high invalid traffic are removed from the platform.</p> <p>In addition, data analysis and discovery is a continuous process - driven by daily "suspicious publisher reports" that highlight unusual traffic patterns, internal requests for review, partner requests for review, and general examination of inventory on the platform.</p>
6 Filter traffic through vendors who prioritise fraud detection	<p>In addition to the technology tools used in vetting inventory partners (see principle 4), Sovrn uses two third-party measurement organizations to sample traffic quality across the platform. Results of the scans are reviewed daily by Traffic Quality Analysts and sources of high invalid traffic are removed from the platform.</p>

Verified by

Company: BPA Worldwide
 20 Jerusalem Passage
 London
 EC1V 4JP
www.bpaww.com



Statement of verification provider:	<p>We have reviewed Sovrn’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, Sovrn had established policies to minimise the risk of ad fraud as described in the JICWEBS Good Practice Principles.</p>
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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.