

# UK Good Practice Principles certificate



# WIDESPACE™

Company: Widespace UK,  
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Fitzrovia,  
London,  
W1T 4QS  
<https://www.widespace.com/>

Business/Brands verified:	Widespace
Service provided:	Agency
Month of verification:	October 2018

## 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>Widespace keep up to date on advancements in ad fraud by regularly attending meetings at industry bodies such as the Internet Advertising Bureau (IAB) and JICWEBS town hall meetings.</p> <p>Widespace has an internal training policy which includes training for relevant staff to understand ad fraud and the technology available to identify and minimise ad fraud.</p> <p>In addition, Widespace have an internal system where staff can share information on industry topics including a designated section on ad fraud.</p>
<p><b>2</b> Adopt policies and strategies to identify fraud and mitigate its impact</p>	<p>Widespace have adopted policies and strategies to identify fraud and mitigate its impact by:</p> <p>The publishers on the Widespace whitelist are vetted before integration. This approach helps to remove intentional generation of low quality page loads and other types of publisher side fraud.</p> <p>All publishers are subject to traffic analysis and quality filters. Traffic is profiled based on device and network parameters and user behaviour. Suspicious ad requests are filtered.</p> <p>Widespace use blacklisting to remove fraudulent traffic from their system including, Publisher Blacklisting, ISP Blacklisting and IP Blacklisting.</p>

Good Practice Principles	Description of compliance with the Principles
<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>Widespace’s campaign objectives are agreed with their buyers prior to campaign set up. These objectives are discussed and guidance is provided to avoid outcomes that could result in a high level of fraudulent inventory.</p> <p>Main objectives for campaigns are either Cost per Thousand (CPM) or Cost Per Thousand Viewed (CPMV).</p> <p>KPI’s can include CTR however Widespace do not optimise on clicks only. Widespace do educate buyers in the risks of using clicks as a key metric.</p>
<p><b>4</b> Practice safe sourcing and trust only business partners who have earned trust</p>	<p>All inventory sources are vetted prior to activation. New inventory sources are added to Whitespace’s whitelist based on a standard question set and internal analysis which includes:</p> <ul style="list-style-type: none"> <li>• Sites / apps to be included</li> <li>• The ad formats allowed</li> <li>• Where the placements are within the site / app</li> </ul> <p>All publishers agree to the Widespace Media Partner Agreement which states:</p> <p>Section 8.6:                  “...Publisher shall not generate fraudulent clicks and/or Impressions and Publisher shall not abet others, to do so. Failure to comply with the foregoing shall be deemed to be a material breach of this Agreement. Widespace may withhold payments under this Agreement if Widespace has any reason to believe that fraudulent Clicks or Impressions have been used.”</p>
<p><b>5</b> Implement technology to detect and prevent fraud</p>	<p>Widespace implement their own internal technology which is designed to block the characteristics of fraudulent impressions. The technology claims to detect and/or filter the following information on a pre-bid basis:</p> <ul style="list-style-type: none"> <li>- Detect IP address for geo targeting.</li> <li>- User frequency is capped.</li> <li>- No ads are served to 3rd party iframes that block Widespace from obtaining metadata for the page.</li> <li>- No ads are delivered to requests without a known user identified, based on three different cookies.</li> <li>- Widespace use robots.txt to prohibit valid bots and crawlers from registering traffic.</li> <li>- Widespace have a list of valid device types and will only serve to these types.</li> <li>- Widespace avoid deliveries to new users based on the lifetime of the user i.e. user identifiers without any history of interactions with the ad server.</li> <li>- URL and domain validation for ad placements with defined URLs applicable to a deal, filtering out any unapproved inventory (whitelist).</li> <li>- ISP black listing.</li> <li>- IP black listing.</li> </ul>

Good Practice Principles	Description of compliance with the Principles
	<i>All tools and products described here are non JICWEBS certified for ad fraud and not tested by ABC.</i>
<b>6</b> Filter traffic through vendors who prioritise fraud detection	Widespace use the own technology on all campaigns. Also see GPP 5. Widespace vet new vendors using a standard question set. See also GPP 4.

### Verified by

Company: ABC Ltd  
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 211 High Street,  
 Berkhamsted,  
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Statement of verification provider:	We have reviewed Widespace’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, Widespace had established policies to minimise the risk of ad fraud as described in the JICWEBS Good Practice Principles.
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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.