



## news release

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### FOR IMMEDIATE RELEASE

## **Adtaxi earns EDAA Trust Seal through certification from BPA Worldwide**

**Shelton, CT February 6, 2017** – Adtaxi, the Denver, CO-based digital marketing agency which specializes in digital marketing services and audience targeting for local and regional businesses, recently earned the EDAA’s Trust Seal of approval utilizing BPA Worldwide’s iCompli certification process that assures compliance with the EU Self-Regulatory Program.

As an approved certification provider for the EDAA (European Interactive Digital Advertising Alliance), iCompli verified that Adtaxi met all of the requirements of the European self-regulatory principles on [Online Behavioral Advertising \(OBA\)](#), including: Notice, User choice, Data Security, Sensitive Segmentation, Education and Complaint Handling.

“At Adtaxi we have built our business around transparency for both advertisers and consumers, “ stated Chris Loretto, EVP Adtaxi. “We are excited and honored to earn the EDAA Trust Seal and look forward to continue being a trusted provider in the EU digital ecosystem.”

“Adtaxi’s decision to earn the Trust Seal through the iCompli certification audit demonstrates their focus on transparency and accountability—two principles BPA and iCompli were founded upon,” noted Richard Murphy, BPA’s Senior Vice President, Technology Assurance. “We are happy to be working with Adtaxi to verify their compliance with the EDAA’s standards and promote additional trust and assurance in the online advertising marketplace.”

The EDAA Trust Seal is an important part of the self-regulatory initiative in Europe. Designed to help achieve the all-important transparency objective, it will be an easily recognizable symbol for both consumers and business partners, and will demonstrate the good standing and responsibility of companies which receive it. The Trust Seal enables companies to prove that they meet standards set out in the European Principles on OBA.

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**About BPA Worldwide.** BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Today, in addition to auditing audience claims, through its iCompli service, BPA verifies compliance to defined government, industry, and organizational standards as well as adherence to privacy, data protection and sustainability guidelines and best practices. Performing nearly 2,600 annual audits of media channels in over 30 countries, BPA is a trusted resource for compliance and assurance services. For more information on BPA and its services, please visit the [website](#).

**About Adtaxi.** Founded in 2010 within Digital First Media, Adtaxi made its mark in programmatic advertising before expanding into search, social, email and native. Over time, Adtaxi has refined and perfected its conversions-based approach to focus on driving real business results for its clients. Adtaxi functions as a true partner with its clients, acting as a single point of contact and support through multi-platform campaign cycles. Adtaxi partners with leading media corporations in more than 50 cities across the U.S., Germany and Canada, such as Graham Holdings, The Seattle Times and Media General among others. For more information, please visit [www.adtaxi.com](http://www.adtaxi.com).