



news release

contact: Glenn Schutz
BPA Worldwide
203-447-2873
gschutz@bpaww.com

FOR IMMEDIATE RELEASE

Forensiq achieves certification to TAG's Anti-Piracy and Anti-Fraud guidelines from BPA

Shelton, CT April 11, 2017 – Forensiq, the New York-based digital advertising fraud protection company, announced the organization has received TAG's ([The Trustworthy Accountability Group](#)) "Certified Against Piracy" and "Certified Against Fraud" seals with independent certification by BPA Worldwide's iCompli division. Forensiq was also validated as a Digital Advertising Assurance Provider (DAAP) by demonstrating they provide other advertising companies with tools to limit their exposure to undesirable websites or other media platforms.

"We are extremely pleased to be recognized by BPA and TAG and achieve both the Anti-Piracy and Anti-Fraud certifications," said David Sendroff, Founder and CEO of Forensiq. "From the beginning, our mission for Forensiq has always been to join forces with industry leaders to foster a more trusted, reliable marketplace. This certification is further proof of our commitment to today's brands and agencies as we continue to bridge the gap between advertising and marketing technology and protect our industry's digital currency."

TAG's Certified Against Piracy program is designed to help advertisers and ad agencies avoid damage to their brands from ad placement on websites and other media properties that facilitate the distribution of pirated content and counterfeit products. This voluntary initiative helps marketers identify sites that present an unacceptable risk of misappropriating copyrighted content and selling counterfeit goods, and remove those sites from their advertising distribution chain.

The Certified Against Fraud program helps combat the negative impact of fraudulent online traffic. The program provides companies with Anti-Fraud Guidelines, as well as a suite of anti-fraud tools to aid in compliance. Some of these tools include the Payment ID Protocol, Data Center IP List, and the Domain Fraud Threat List.

"We congratulate Forensiq for taking the additional steps of third-party assurance to TAG's standards," said Richard Murphy, BPA's Senior Vice President of Technology Assurance. "Independent third-party validation will provide their organization with a significant competitive advantage in the digital marketplace by providing an extra level of assurance for buyers that their business partners fully comply with these important standards."

As an approved certification provider to TAG's Anti-Piracy program, BPA's iCompli division verified that Forensiq is in compliance with TAG's Core Criteria for Effective Digital Advertising Assurance. iCompli's analysis included: Identifying ad risk entities; Preventing advertisements or undesired ad risk entities; Detection, prevention, or disruption of fraudulent or deceptive transactions; Monitoring and Assessing Advertisement Placement Compliance; Elimination of Payments to Undesired Ad Risk Entities; Internal Procedure, Dispute Resolution, and Education.

For the validation to TAG's Anti-Fraud program, BPA verified that Forensiq is in compliance with the Media Rating Council (MRC) Invalid Traffic Guidelines, as well as adoption of the TAG Payment ID Protocol which ensures that payments made in the digital advertising ecosystem are going to legitimate companies.

###

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 www.bpaww.com.

About Forensiq. Forensiq, an Impact Radius company, is a fraud detection platform that has developed a series of industry leading solutions to fight online click, conversion, and ad fraud. The firm combines the latest technology with a dedicated team of fraud fighters who are obsessed with helping clients stay steps ahead of bad actors and maximize ROI. Forensiq has joined forces with Impact Radius to create the world's first marketing system of record with built-in fraud detection. Forensiq was founded in 2010 and is headquartered in New York City with offices in London and Silicon Valley. The company has won three LeadsCouncil LEADER Awards, including Best-In-Class for Fraud Detection in 2014 and 2015 as well as DM News Most Innovative Marketing Tech to Watch in 2016. To learn more, visit www.forensiq.com.