



## news release

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FOR IMMEDIATE RELEASE

### **AdColony achieves re-certification to TAG's Anti-Fraud guidelines from BPA Worldwide**

**Shelton, CT March 7, 2019** – [AdColony](#), the Washington state-based mobile advertising and marketing platform, announced the organization has received independent, third-party re-certification to TAG's ([The Trustworthy Accountability Group](#)) "Certified Against Fraud" program from [BPA Worldwide](#).

"We were impressed with the thoroughness BPA brought to their audit of AdColony," said Anand Paranjape, Director, Engineering at AdColony. "We believe strongly that having trustworthy professional third parties conduct validations of services is critical to ensuring the integrity of certifications such as TAG. We're thrilled to have excelled throughout the process and look forward to continuing to provide brand-safe, reliable, and transparent advertising supply for our partners."

TAG's 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 AdColony 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."

For the re-certification to the Anti-Fraud program, BPA verified that AdColony 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.

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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 20 countries, BPA is a trusted resource for compliance and assurance services.