



## news release

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FOR IMMEDIATE RELEASE

### **Innity achieves compliance with TAG's Anti-Fraud and IQG standards with independent re-certification from BPA Worldwide**

**Shelton, CT March 8, 2019** – [Innity](#), the Malaysia-based digital advertising technology company, announced it achieved the [Trustworthy Accountability Group's](#) (TAG) Certified Against Fraud program and Inventory Quality Guidelines (IQG) with re-certification from global assurance provider [BPA Worldwide](#).

"We constantly strive to maintain the highest standards for our platform," noted Phang Chee Leong, Innity CEO and Co-Founder. "In an industry that stresses on quality and transparency, being clear about how we run campaigns has always been paramount. Hence, Innity is thrilled to have completed its re-certification process on TAG's IQG program with BPA Worldwide."

A central program in TAG's transparency initiative, the Certified Against Fraud program is designed to 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.

TAG's Inventory Quality Guidelines help establish trust between buyers and sellers through an industry-backed brand safety and transparency compliance program. The goals of the IQG program are to: support the information needs of advertising buyers; define a common framework of disclosures that sellers can use across the industry; offer clear language in the IQG disclosure framework that enables buyers to make informed decisions; and review compliance among IQG-certified companies and facilitate the resolution of disputes and complaints.

"We applaud Innity on their decision to validate their adherence to the Anti-Fraud and IQG standards," noted Richard Murphy, BPA's Executive Vice President, Technology Assurance. "Independent third-party validation will provide their organization with a significant competitive advantage by providing an extra level of assurance for buyers that their business partners have fully implemented these important standards."

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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.