



news release

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FOR IMMEDIATE RELEASE

Sociomantic achieves re-certification to TAG's Anti-Fraud guidelines from BPA Worldwide

Shelton, CT March 21, 2019 – [dunnhumby media](#), announced its programmatic technology, Sociomantic, has received independent, third-party re-certification to TAG's ([The Trustworthy Accountability Group](#)) "Certified Against Fraud" program from [BPA Worldwide](#).

"Fighting fraud has always been a priority for us, which is why we continue to develop our own proprietary mechanisms for our Sociomantic technology and take part in industry-wide initiatives such as the TAG Certified Against Fraud Program," explained Jimmy Ross, Senior Product Manager at dunnhumby media. "We chose BPA Worldwide to perform the independent certification because of its own commitment to transparency. Given the complexities associated with the MRA certification, BPA's thorough and careful audit was handled in a timely, well-structured manner."

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 are happy to partner with dunnhumby media to provide independent assurance in the marketplace that their programmatic technology – Sociomantic - is in full compliance with TAG's 'Certified Against Fraud' guidelines," noted Rich Murphy, BPA's Executive Vice President, Tech Assurance. "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 this important standard."

For the re-certification to the Anti-Fraud program, BPA verified that Sociomantic technology 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 2,500 annual audits of media channels in over 20 countries, BPA is a trusted resource for compliance and assurance services.