

Anti-Fraud - FAQs

Q.1 What type of fraud are we talking about here?

When talking about fraud in the context of the online media industry, we mean the variety of ways in which people are stealing money from advertisers – ad fraud.

Examples can include robots (software programmes) being used to mimic human behaviour, or complex technical programmes which trigger large amounts of online ads to be supposedly delivered. The problem is that no human has had an opportunity to see the ad, but the ad impression is still being paid for! Ultimately, the fraudsters' goals are to infiltrate the ad trading system, create false ad impressions paid for by advertisers, and to syphon off the money into their own pockets.

It costs the industry millions and that's why JICWEBS has released the Anti-Fraud Good Practice Principles aiming to minimise the risk of exposure to ad fraud.

Q.2 What is JICWEBS?

The purpose of [JICWEBS](#) – the Joint Industry Committee for Web Standards – is to deliver trust in the digital ad trading market. JICWEBS is made up of the following UK trade bodies: the Association of Online Publishers (AOP), Internet Advertising Bureau (IAB), ISBA – the voice of advertisers and the Institute of Practitioners in Advertising (IPA).

Q.3 What are the JICWEBS Anti-Fraud Good Practice Principles?

The Anti-Fraud Principles were agreed by cross industry working groups with representation from a [wide variety of digital businesses](#). Their aim is to reduce the risk of exposure to ad fraud. They provide education and guidance for operators in the online advertising market and outline six key Principles for businesses to follow. Via an independent check from an approved Verification Provider, businesses then earn a Seal of Compliance which confirms they're following the six Principles.

Q.4 Why should I get involved?

Having a Seal of Compliance that says you're doing all you can to reduce this threat will positively affect you and your trading partners.

You may already be affected by these fraudsters, delivering invalid impressions and/or paying for ad impressions on illegitimate sites. Educating your teams on how to identify fraudulent activity will reduce wastage and save you money. Importantly, the buy-side of our industry want to work with partners who are actively tackling ad fraud and therefore providing a greater level of confidence in what they're paying for.

Q.5 What's the process?

As a JICWEBS approved Verification Provider we can help you through the process. The top level steps to gaining your Seal of Compliance are:

- a. Register with JICWEBS as a Signatory to their Anti-Fraud Principles.



- i. Separately engage your Verification Provider (e.g. ABC)
- b. Within six months you must be independently checked for compliance with the Principles by a JICWEBS approved Verification Provider.
- c. Upon successful completion of the above JICWEBS will issue to you a Seal of Compliance and Certification confirming compliance.
- d. You'll be required to renew your Seal and Certificate annually.

Q.6 How much does it cost?

Our verification work starts from £3,400 with discounts available where applicable. Separately, JICWEBS Registration fees apply and can be found [on their site](#).

Q.7 Do the Anti-Fraud Principles cover brand safety too?

No. JICWEBS has separate guidance for brand safety. The DTSG's Principles address the brand safety risk through seeking to minimise exposure to ad misplacement. The Anti-Fraud Principles aim to minimise exposure to ad fraud.

Q.8 Will the Anti-Fraud Principles change?

The Principles may need to evolve in line with technology and market practices. Importantly, any changes will only be made once they've been agreed by the cross-industry working groups and then approved by JICWEBS.

Q.9 Does this differ to the TAG anti-fraud initiative in the US?

Yes. The JICWEBS Anti-Fraud Principles are different to the TAG programme and therefore follow a separate process and set of requirements. JICWEBS approach has been designed by the UK advertising industry and is intended to be complementary to the US approach.

Q.10 Do I need to be involved in other JICWEBS schemes to be part of this Anti-Fraud initiative?

No. You can register with JICWEBS solely for this scheme, and work with us to verify your Anti-Fraud processes as a stand-alone certification.