



news release

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FOR IMMEDIATE RELEASE

Criteo earns independent certification to TAG's Anti-Fraud guidelines from BPA Worldwide's Tech Assurance division

Shelton, CT August 20, 2019 – [Criteo](#), the advertising platform for the open Internet, announced the organization has received independent, third-party certification to TAG's ([The Trustworthy Accountability Group](#)) "Certified Against Fraud" program from BPA Worldwide's [iCompli Tech Assurance](#) division.

"Ad fraud and brand safety remain a growing concern for the industry, costing brands billions of dollars annually and eroding consumer trust," said Marc Grabowski, Criteo's EVP of Global Supply. "Criteo is strongly committed to creating a better advertising ecosystem today and for the future. Our TAG certification reinforces our commitment, and represents just one of many investments we are making in our traffic and inventory quality as we continue Criteo's evolution to a full-funnel marketing solution."

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 Criteo for taking the additional steps to achieve independent, third-party assurance to TAG's Anti-Fraud standards," said Richard Murphy, BPA's Senior Vice President of Technology Assurance. "With their compliance to this important industry initiative, they will enjoy a significant competitive advantage in the digital marketplace by providing an extra level of assurance to buyers and business partners."

During the certification process, BPA verified that Criteo 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.

About Criteo. Criteo (NASDAQ: CRTO) is the advertising platform for the open Internet, an ecosystem that favors neutrality, transparency and inclusiveness. Close to 2,900 Criteo team members partner with close to 20,000 customers and thousands of publishers around the globe to deliver effective advertising across all channels, by applying advanced machine learning to unparalleled data sets. Criteo empowers companies of all sizes with the technology they need to better know and serve their customers. For more information, please visit www.criteo.com.