



news release

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FOR IMMEDIATE RELEASE

Location Sciences Becomes Latest Signatory of Open Letter to Digital Ad Industry on Data Leakage

Shelton, CT September 15, 2020 – UK-based [Location Sciences](#), the third-party data intelligence company, has become the most recent signatory organization in support of the [Open Letter to the Digital Advertising Industry](#), which raises media industry awareness of the potential for breach of publishers' first-party data within the real-time bidding (RTB) infrastructure.

The Open Letter was originally posted in June by global assurance provider [BPA Worldwide](#), which is helping to lead the effort with a three-pronged approach, including: education and awareness of the issue at hand; contractual clarity and follow through; and, in concert with other industry associations, development of industry bid stream data integrity standards and certification programs.

"As an organization that works directly with user data, we understand the inherent value of publishers' effort and investment in creating and curating relationships with their audience," noted Mark Slade, CEO of Location Sciences. "We want to ensure publishers' trusted relationships with their audience remains unblemished by any potential for unauthorized harvesting of data within the RTB process."

"We applaud Location Sciences for joining this initiative and embracing our efforts with their endorsement," said Glenn Hansen, President and CEO at BPA. "We all have a vested interest, now more than ever, to build on the collective partnerships of trust and integrity. Maintaining that integrity requires protection of the assets that drive the economic engine supporting a quality media environment."

Hansen continued, "We ask that media owners, advertising partners and technology vendors continue to help us move this initiative forward by adhering to our mutual responsibility and adding their name to the growing list of signatories of the Open Letter."

Location Sciences joins the following organizations as signatories of the Open Letter to the Digital Advertising Industry:



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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. Performing 2,100+ annual audits of media channels in more than 20 countries, BPA is a trusted resource for compliance and assurance services.

BPA's services have expanded with the launch of the iCompli brand to assist in the creation of standards and external assurance thereof. We do so for government and industry bodies. [BPA iCompli Technology Assurance](#) provides verification that companies are compliant with industry standards in the digital advertising ecosystem.

[BPA iCompli Sustainability](#) provides gap analysis, competitor benchmarking and external assurance for companies interested in following GRI, SASB, ASTM and ISO sustainability and corporate social responsibility guidelines and standards.

[BPA iCompli Events](#) provides verification of compliance with UFI industry standards for the measurement of trade show attendees and exhibitors.

The latest innovation to move the industry forward is the [BPA Media Exchange](#), an online private marketplace which offers automated media solutions for buyers and sellers of digital advertising.