

BPA Certified Partner Program





BPA Certified Partner Program Overview

Introduction

The BPA Certified Partner Program was introduced to industry partners with the goals of improving quality, elevating trust, and enhancing the media audit process for all parties.

What Organizations Are Eligible?

Organizations serving the media industry, including subscription management services, data management companies, email management companies, telemarketing service providers, and others can apply to the BPA Certified Partner Program.

Certification Process

Organization management will gather and/or prepare documentation to support the organization's policies, processes, personnel, technology, reporting capabilities and controls as they relate to supporting BPA audited media.

BPA iCompli will review the documentation, interview product managers and staff, request process and control demonstrations, test transactions/events and gather evidence to support the certification opinion.

Program Deliverables

Organizations will receive a comprehensive management report indicating performance against key metrics, including recommendations for improvement, if necessary.

Upon successful completion of the engagement, BPA will issue an Audit Opinion Letter and the BPA Certified Partner Seal. Both may be used in marketing and promotions.

BPA will accept audited data directly from BPA Certified Partners to make the audit process more efficient and effective for all parties involved in the audit process.



BPA Certified Partner Program



Subscription Management Companies - Data Management Companies

Administrative	Active Associate Member of BPA Worldwide.
	Assign a Compliance Officer or designate a staff member responsible for quality and compliance.
	The Compliance Officer must have adequate knowledge of the publishing industry.
	The Compliance Officer must have adequate knowledge of the BPA Standards.
	The Compliance Officer must be independent of sales and marketing functions.
	The Compliance Officer must complete BPA training annually.
Data Management	Acquisition: Review how subscriber/audience data is captured in the platform, including the technology, policies, processes and controls to ensure data accuracy, integrity, and compliance with applicable BPA Standards.
	Maintenance: Review the subscriber/audience data maintenance, data augmentation, duplication control, and aging process, including the technology, policies, processes and controls to ensure data accuracy and integrity.
	Record Access: Review how subscriber/audience sourcing and supporting documentation is logged /captured/stored in the platform, including the technology, policies, processes and controls to ensure data accuracy and integrity.
	Retrieval: Review the subscriber/audience data - source retrieval process and outputs, including the technology, policies, processes and controls to ensure data accuracy and integrity.
	Archiving: Review the following: - The timelines for retaining subscriber/audience data in active storage. - The data archive timelines and processes. - The technology, policies, processes and controls to ensure data accuracy and integrity.
	Removal: Review the following: - Subscriber/audience data retention policy. - The data purging process, including electronic and physical media. - The technology, policies, processes and controls to ensure data accuracy and integrity.
	Platform Access: Review who has access to the systems, how is access determined and how is it controlled.
Distribution / Delivery	Not Applicable.
Reporting	Review and test internal reporting tools - UI, reports, data.
	Review and test external reporting tools - UI, reports, data.
	Review Reporting Quality Control, including the technology, policies, processes and controls to ensure data accuracy and integrity.
Substantive Tests	Review a random sample of records for BPA Standard compliance.
Independent Validation	Independent validation of program compliance is required annually.

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Telemarketing Service Providers

Administrative	Active Associate Member of BPA Worldwide.
	Assign a Compliance Officer or designate a staff member responsible for quality and compliance.
	The Compliance Officer must have adequate knowledge of the publishing industry.
	The Compliance Officer must have adequate knowledge of the BPA Standards.
	The Compliance Officer must be independent of sales and marketing functions.
	The Compliance Officer must complete BPA training annually.
Data Management	Acquisition: Review how subscriber/audience data is captured in the platform, including the technology, policies, processes and controls to ensure data accuracy, integrity, and compliance with applicable BPA Standards - this includes first-party source data from media owners, third-party sources, and the end recipient data.
	Maintenance: Review the subscriber/audience data maintenance and aging process, including the technology, policies, processes and controls to ensure data accuracy and integrity.
	Record Access: Review how subscriber/audience sourcing and supporting documentation is logged/captured/stored in the platform, including the technology, policies, processes and controls to ensure data accuracy and integrity.
	Retrieval: Review the subscriber/audience data - source retrieval process and outputs, including the technology, policies, processes and controls to ensure data accuracy and integrity.
	Archiving: Review the following: <ul style="list-style-type: none"> - The timelines for retaining subscriber/audience data in active storage. - The data archive timelines and processes. - The technology, policies, processes and controls to ensure data accuracy and integrity.
	Removal: Review the following: <ul style="list-style-type: none"> - Subscriber/audience data retention policy. - The data purging process, including electronic and physical media. - The technology, policies, processes and controls to ensure data accuracy and integrity.
	Platform Access: Review who has access to the systems, how is access determined and how is it controlled.
Distribution / Delivery	Not Applicable.
Reporting	Review and test internal reporting tools - UI, reports, data.
	Review and test external reporting tools - UI, reports, data.
	Review Reporting Quality Control, including the technology, policies, processes and controls to ensure data accuracy and integrity.
Substantive Tests	Review a random sample of records for BPA Standard compliance.
Independent Validation	Independent validation of program compliance is required annually.

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Email Service Providers

Administrative	Active Associate Member of BPA Worldwide.
	Assign a Compliance Officer or designate a staff member responsible for quality and compliance.
	The Compliance Officer must have adequate knowledge of the publishing industry.
	The Compliance Officer must have adequate knowledge of the BPA Standards.
	The Compliance Officer must be independent of sales and marketing functions.
	The Compliance Officer must complete BPA training annually.
Data Management	Acquisition: Review how subscriber/audience data is captured in the platform, including the technology, policies, processes and controls to ensure data accuracy, integrity, and compliance with applicable BPA Standards.
	Maintenance: Review the subscriber/audience address maintenance, non-delivery management, unsubscribe management, consent management, and duplication control, including the technology, policies, processes and controls to ensure successful delivery.
	Record Access: Review how delivery data is logged/captured/stored in the platform, including the technology, policies, processes and controls to ensure data accuracy and integrity.
	Retrieval: Review the delivery data retrieval process and outputs, including the technology, policies, processes and controls to ensure data accuracy and integrity.
	Archiving: Review the following: <ul style="list-style-type: none"> - The timelines for retaining delivery data in active storage. - The data archive timelines and processes. - The technology, policies, processes and controls to ensure data accuracy and integrity.
	Removal: Review the following: <ul style="list-style-type: none"> - The delivery data retention policy. - The data purging process, including electronic and physical media. - The technology, policies, processes and controls to ensure data accuracy and integrity.
	Platform Access: Review who has access to the systems, how is access determined and how is it controlled.
Distribution / Delivery	Review the email distribution/delivery process, including the technology, policies, processes and controls to ensure successful delivery, data accuracy, data integrity, and compliance with applicable BPA Standards.
Reporting	Review and test internal reporting tools - UI, reports, data.
	Review and test external reporting tools - UI, reports, data.
	Review Reporting Quality Control, including the technology, policies, processes and controls to ensure data accuracy and integrity.
Substantive Tests	Review a random sample of records for BPA Standard compliance.
Independent Validation	Independent validation of program compliance is required annually.