



CESP



# CERTIFICATION FRAMEWORK

## DRIVE TO TRUST

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Centre d'Etude des Supports de Publicité

55, rue Anatole France 92300 LEVALLOIS-PERRET - Tél. : +33 1 40 89 63 60

SIREN : 775 690 589 – Code APE : 741 E – Association Loi 1901 – TVA Intracommunautaire FR 69 775 690 589



## INTRODUCTION

The Mobile Marketing Association France (MMAF) and CESP have joined forces to set up a certification program for Drive to Store mobile solutions. The objective of this initiative is to promote companies that ensure the transparency of their solutions. The reference framework of this certification has been defined by a workgroup made of agencies which are members of MMAF and CESP. This Drive to Trust certification program is composed of different certifications according to the products marketed by the solutions: Right People for the quality of the geolocated segments and Right Place for the quality of the geolocated data activation.

## CERTIFICATION SCOPE

The solutions eligible TO MMAF-CESP certification are Mobile to Store solutions:

- Mobile advertising solutions only
- Based on Apps. The mobile web is excluded from the scope of the certification.

The players eligible to the Drive To Trust certification are publishers of IT solutions for mobile applications that operate on the transmission of geolocated messages through simple geolocation (latitude-longitude or Geohash or S2 Geometry) or geo-behavior (traffic to a type of place) using the same geolocation systems.

## REQUIREMENTS

The publisher applying for the Drive to Trust certification must be able to set up the mode of access to the data defined in the Data Processing Agreement.

## ATTRIBUTION OF CERTIFICATIONS

Drive to Trust certifications are awarded in 4 quarterly waves per year.

The awarding of each certificate, Right People and Right Place, is independent. It is conditional to the continuous compliance with all the criteria of the requested certification.

As from the date of obtaining the certificate, it is awarded for a duration of 12 months subject to compliance with all the controls carried out continuously by CESP. The list of the certified solutions will be communicated on the web site of CESP ([www.cesp.org](http://www.cesp.org)). In addition, the gross active base size of the solution certified by CESP will be accessible on the site of CESP and updated every month after controls have been performed.

Throughout the 9 following months, CESP sets up the regular controls defined within this framework. In case of observation of a non compliance with at least one of the criteria, the certification will be suspended. The suspension will be notified by email to the publisher and by the delisting of the solution in the quarterly update of the certified solutions on CESP web

site. The publisher will have to withdraw any mention related to the suspended Drive to Trust certificate from its communication material and will take care not to provide information likely to let believe that its solution is still certified.

In case of restored compliance of the solution to all the criteria, at the time of the continuous controls carried out during the following quarter, the reattribution will be notified by e-mail to the publisher and will be done by the on-line handing-over of the solution on the site of CESP.

## CONFIDENTIALITY

CESP is committed to respect the confidentiality of the project as a whole, which includes all the exchanges with the publisher, whatever their form, as well as all the data transmitted by the publisher to the CESP. The personal data will be processed according to the protocol defined within the Personal Data Processing agreement. These data will be processed by dedicated teams, in specific directories secured on a managed network space, with limited access rights.

Neither the list of candidates nor the list of publishers not obtaining certification will be communicated to the industry. Only the result - certification of the solution for the concerned certificate - will be communicated to the industry. When a certification is awarded to a solution, no communication will be made on the details of the checks per criterion.

## DEFINITION

### Notion of identifier

Mobile to Store solutions are initially based on mobile identifiers. There are several types of identifiers (advertising identifiers, physical identifiers) which also differ according to the type of OS measured (mainly iOS or Android).

The definitions of the advertising identifier are as follows:

- Apple Ad Identifier (IDFA): an identifier for advertising purposes, provided by Apple as a component of iOS as part of its advertising infrastructure.
- Android Advertising ID (AAID): an identifier provided by Google as a component of Android for use in advertising.

The definition of the physical identifier is the MAC address (Media Access Control): identifier associated with the mobile network card. Some OS like iOS or the latest versions of Android do not use it directly but randomize it to preserve anonymity.

There are also other mobile identifiers related to social networks: Facebook identifier, Google, etc. These identifiers are not part of the scope of these certifications.

### Unique identifier

The notion of uniqueness corresponds to the actionable data source by the publisher applying for certification by removing duplicates.

### **Active unique identifier**

Individual represented by his/her mobile identifier for which measured or estimated information is available (lookalike).

### **Raw active unique identifier**

Individual represented by his/her mobile identifier for which the measured information is available, excluding audience extensions (lookalike).

### **Lookalike**

Lookalike generates audience extensions from a pool of raw IDs. For example, if the requested target is a target that buys a type of product, the audience extension will algorithmically identify identifiers whose underlying individuals have similar characteristics to those for which the completeness of the information is available. The subset of raw identifiers used to build the audience extension is the "seed".

### **Opt-in**

The Opt-in, in the context of this certification, corresponds to the explicit consent to receive advertisement (a "yes" answer to a question asked). The absence of refusal does not constitute explicit consent (cf. French data protection authority (CNIL) definition). Two types of Opt-in are cited in the certification criteria:

- Opt-in Geolocation: the user has explicitly accepted to share his/her geolocation
- Opt-in CMP: the user has explicitly given his/her consent via a CMP (consent management platform). This type of platform can be set up to collect any type of consent, including data sharing for advertising purposes.

### **Active base**

The active base for the purposes of this certification is defined as all raw active unique identifiers associated with a Geolocation Opt-in and a CMP Opt-in for less than 13 months and active for less than 2 months.

### **Segment**

A segment is a cross-reference of individual attributes represented by their identifier that refers to a subset of identifiers in the active database. In the context of the Drive to Trust certification, segmentation is defined by a geolocation criterion. Other behavioral criteria are excluded from the scope of the certification.

### **Advertising campaign**

Communication action for up to 45 days. In the case of communication actions exceeding this duration, each 45-day period will be defined as a separate advertising campaign. Pins representing a location on a map will be excluded from communication campaigns. Advertising activations carried out by partners of the publisher applying for certification will be excluded from the certification scope. For the reliability of the checks, advertising activations based on distances in minutes from a POI will be excluded from the checks.

### **Activation**

The addressing of an advertising message to a set of identifiers.

### **POI**

"Point of Interest". This is an identifier based on a point of interest that is used to define the reason for a trip. A shop or train station can be considered as a POI, for example.

### **IRIS field**

The notion of IRIS in this certification framework is that of habitat IRIS. An INSEE IRIS is usually a defined area between 1,800 and 5,000 inhabitants. They are homogeneous in terms of habitat type and their limits are based on major urban boundaries (main roads, railways, waterways...).

### **Catchment area**

The geographical area of influence of a store, which contains most of the customers likely to generate traffic in this point of sale.

### **Geofencing zone**

Geographical area defined by its proximity to a point of sale.

### **Reach rate**

Level of compliance of the control according to the defined objective, expressed as a percentage.

## RIGHT PEOPLE: DATA SEGMENT QUALITY

### Size of the active base

Commitment	The publisher commits to a transparent and faithful communication of the size of the deduplicated active database. The active database is defined as the set of raw unique active identifiers associated with a Geolocation Opt-in and a CMP Opt-in for less than 13 months and active for less than 2 months. This information must be available at the level of each IRIS area.
Controls	Types of control: <ul style="list-style-type: none"> <li>- Signed statement of the publisher</li> <li>- Reporting the size of the active database monthly on the 15th of each month</li> <li>- Monthly free access of the total size of the active database detailed by IRIS areas on CESP web site.</li> </ul>
	Source: Publisher information

### Assignment ability

Commitment	The publisher commits to assign identifiers to the corresponding segments for at least 90% of the defined segments.
Controls	Type of control: using routes defined by geographical coordinates, allocation of 500 segments: traffic at retailer types or specific stores. CESP will proceed to the control during the period of certification and then every 3 months. The calculation of the rate of achievement will be the ratio of the correctly allocated segments compared to all defined segments.
	Source: CESP inspector listing the geographical coordinates of the selected stores, virtual routes of these POI and publisher information

### Segment event recency compliance

Commitment	The publisher commits to a conformity of the recency of the events characterizing a segment for a minimum of 95% of the active identifiers.
Controls	Type of control: for the segments defined by CESP, control of the recency of all the events characterizing the active identifiers of these segments. CESP will proceed to the control of 12 segments during the period of certification and then to the control of 12 additional segments every 3 months. The calculation of the rate of achievement will be done on the sum of the active identifiers X segments.
	Source: Publisher information

Segment event frequency compliance

Commitment	The publisher commits to a conformity of the frequency of the events characterizing a segment for a minimum of 95% of the active identifiers.
Controls	Type of control: for the segments defined by CESP, control of the frequency of all the events characterizing the active identifiers of these segments. CESP will proceed to the control of 12 segments during the period of certification and then to the control of 12 additional segments every 3 months. The calculation of the rate of achievement will be done on the sum of the active identifiers X segments.
	Source: Publisher information

Exclusion of inaccurate and outlier data

Commitment	The publisher commits to exclude inaccurate data or outliers within the active database for a minimum of 95% of the active identifiers.
Controls	Type of control: for each active identifier, check the association to latitude/longitude coordinates with more than 4 digits after the decimal point or Geohash precision 8 or S2 Geometry precision 18 and unique coordinates at the same minute. CESP will proceed to the control of the active base of 4 days randomly selected during the period of certification then to the control of 4 additional days per quarter. The calculation of the rate of achievement will be done on the sum of the active identifiers X controlled parameter.
	Source: Publisher information

## RIGHT PLACE: DATA ACTIVATION QUALITY

### Accuracy of targeting in catchment area

Commitment	The publisher is committed to accurate targeting within a defined catchment area for a minimum of 95% of the activations.
Controls	<p>Types of control:</p> <ul style="list-style-type: none"> <li>- Signed statement of the publisher on the exhaustiveness of the campaigns carried out within catchment areas over the last 3 months</li> <li>- Control of 5 campaigns within this corpus by CESP</li> <li>- If the number of campaigns targeting catchment areas carried out in the last 3 months is less than 5, the selection of the controlled campaigns will be supplemented by geofencing campaigns.</li> <li>- The checks will be carried out during the period of certification and then every three months.</li> <li>- The calculation of the rate of achievement will be based on the sum of the activated identifiers of the 5 campaigns.</li> </ul>
	Source: Publisher information

### Accuracy of geofencing targeting

Commitment	The publisher is committed to accurate geofencing targeting for a minimum of 95% of the activations.
Controls	<p>Types of control:</p> <ul style="list-style-type: none"> <li>- Signed statement of the publisher on the exhaustiveness of the geofencing campaigns carried out over the last 3 months</li> <li>- Control of the 5 campaigns with the most precise targeting commitment within this corpus by CESP</li> <li>- If the number of geofencing campaigns carried out over the last 3 months is less than 5, the selection of the controlled campaigns will be supplemented by campaigns targeting catchment areas.</li> <li>- The checks will be carried out during the period of certification and then every three months.</li> <li>- The calculation of the rate of achievement will be based on the sum of the activated identifiers of the 5 campaigns.</li> </ul>
	Source: Publisher information



Compliance of the segment size - raw active unique identifiers and lookalikes

Commitment	The publisher commits to a transparent and faithful communication of the number of raw active identifiers and the lookalikes activated during the campaign with a maximum deviation of 5% on the number of raw active unique identifiers and lookalikes.
Controls	Type of control: during the period of certification, then every 3 months, validation of the number of raw active unique identifiers and the number of lookalikes reached by the campaign using 10 campaigns per control period. The selection of the campaigns will be made within the campaigns carried out during the last 3 months. The calculation of the achievement rate will be based on the sum of the identifiers of the 10 monitored campaigns.
	Source: Publisher information

Maximum advertising pressure

Commitment	The publisher commits to limit advertising pressure to 15 contacts for a minimum of 95% of the active identifiers activated during an advertising campaign.
Controls	Type of control: during the period of certification, and then every 3 months, validation of the advertising pressure of all activated unique identifiers reported in the campaign reports using 10 campaigns per control period. The selection of the campaigns will be made within the campaigns carried out over the last 3 months. The calculation of the achievement rate will be based on the sum of the identifiers of the 10 monitored campaigns.
	Source: Publisher information

Exclusion of inaccurate and outlier data

Commitment	The publisher commits to exclude inaccurate data or outliers in the campaign report for a minimum of 95% of the activated identifiers.
Control	Control: for each activated identifier, check of the association to latitude/longitude coordinates with more than 4 digits after the decimal point or Geohash precision 8 or S2 Geometry precision 18 and unique coordinates at the same minute. During the period of certification, then every 3 months, control of the association of 10 campaigns selected within the campaigns carried out during the last 3 months. The calculation of the achievement rate will be based on the sum of the identifiers of the 10 campaigns X controlled parameter.
	Source: Publisher information