



Quality Assurance: Privacy, Process, and Traffic

Burst Media is committed to protecting consumer privacy and providing a quality advertising environment. Our privacy programs and policies ensure consumers can make informed decisions about what they receive and share online. Our system procedures and best-in-class tools give our advertisers an enhanced level of protection from malicious traffic which can include click fraud. The following valued partners assist us in our ongoing privacy and traffic analysis efforts:



Part of Burst Media's quality commitment to our customers involves regular third-party evaluations of our processes and procedures. The willingness to participate in such rigorous auditing reflects our company's focus on integrity and transparency. BPA Worldwide reviews Burst Media's campaign data to verify that:

- All impressions, clicks, and actions are recorded by a method consistent with IAB and CASIE standards
- All impressions, clicks, and actions are accurately attributed to the correct publisher and campaign



Burst Media is in partnership with Anchor Intelligence, the foremost provider of traffic quality solutions that assess search and publisher ad inventory. The partnership:

- Enhances Burst's existing inventory auditing systems with additional visibility into site traffic quality
- Contributes to Burst's ad inventory optimization and traffic filtering programs
- Gives advertisers an enhanced level of protection from click fraud - ultimately improving ROI through better performance



Since 1999, the NAI has worked to develop standards around behavioral and other forms of targeted advertising. As a member of the NAI:

- Burst Media adheres to all of the organization's privacy standards, including giving consumers the ability to opt out of receiving cookies from a page on the Burst Media website
- Burst's website also features a link to the NAI website where consumers can find in-depth information on targeted advertising, privacy initiatives and how to opt out of all NAI member cookie programs



Burst Media is a licensee of the TRUSTe Privacy Program. We also participate in the EU Safe Harbor Privacy Framework as set forth by the United States Department of Commerce.

- The TRUSTe program is consistent with government and industry guidelines concerning the use of personal information

BurstNetwork BurstDirect

Burst Media maintains strict site eligibility requirements including, but not restricted to:

- ✓ Be written in English
- ✓ Minimum unique monthly page views
- ✓ Operate on its own top-level domain (Not free-hosted)
- ✓ Not contain content or links to any adult or obscene content
- ✓ Not contain promotion of illegal substances or activities such as gambling
- ✓ Observe all personal, intellectual property, and copyright laws
- ✓ Display banners based on page view, not timed rotation
- ✓ Display an up-to-date Privacy Policy
- ✓ Be COPPA compliant

Contact Us...

Call your Burst Media Account Executive or visit our web site at www.BurstMedia.com to learn more about the valuable audiences Burst can deliver.