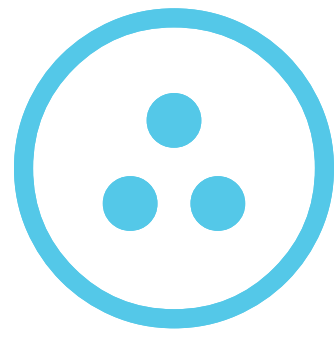




THE WORKING GROUP BRIEF

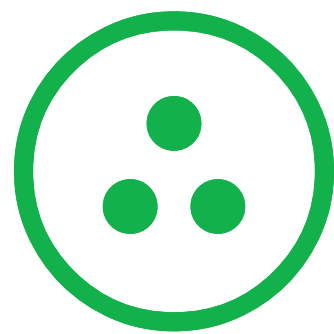
JULY UPDATE



BRAND SAFETY

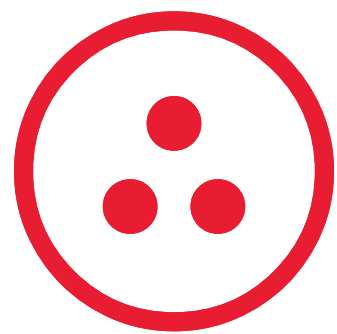
JULY UPDATE

1. Finalised changes and feedback for the next version of the program's guidelines, ready for July release.



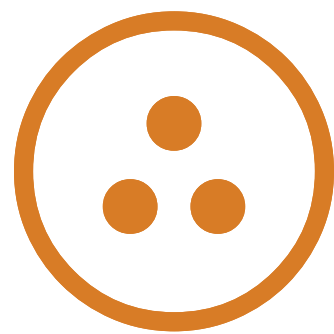
ANTI-FRAUD JULY UPDATE

1. Finalised changes and feedback for the next version of the program's guidelines, ready for July release.



ANTI-MALVERTISING JUNE UPDATE

1. Discussed the current malvertising landscape, sharing insights on emerging threats, evolving attacker tactics, and key trends the industry should continue to monitor.
2. Completed its review of CAM v7. The updated standard is scheduled for release in July.



TRANSPARENCY

JUNE UPDATE

1. We heard from Phil Hayman of the TAG TrustNet team, who shared key highlights from the Q1 2026 benchmarking work.
2. The group also reviewed a draft of Certified for Transparency v2.0, including a notable proposal requiring intermediaries offering AI products and services to respect robots.txt directives.

WORKING GROUPS

NEXT MEETS

ANTI-FRAUD

Sept 9th 2026

BRAND SAFETY

Sept 23rd 2026

ANTI-MALVERTISING

Sept 17th 2026

TRANSPARENCY

Sept 10th 2026