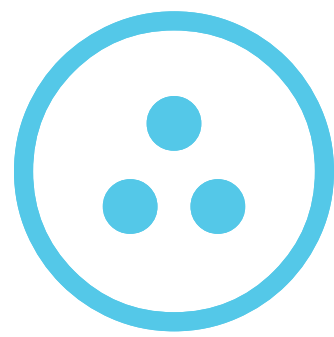




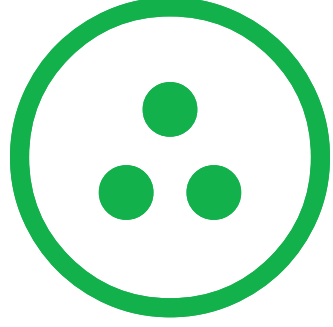
THE WORKING GROUP BRIEF

MAY UPDATE



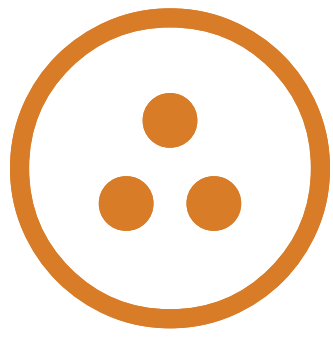
BRAND SAFETY MAY'S MEET

1. Zefr's Jon Morra talked about **brand safety in the age of large language models (LLMs)**.
2. Took a deep look into the **Keyword Exclusion List Toolset (KELT)**.
3. Taken through **the proposed updates to the BSC Guidelines v4**.



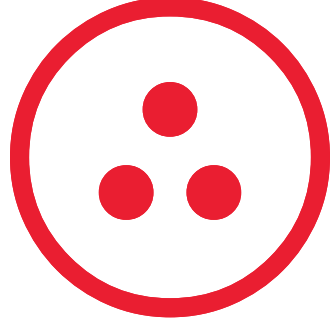
ANTI-FRAUD MAY'S MEET

1. Reviewed updates to **Data Center IP (DCIP) List** (newest list releasing in June) and **Pirate Domain Exclusion List (PDEL)**.
2. PDEL now contains close to **150k pirate domains**.
3. Discussed **MRC's Interim IVT addendum update** and CAF Guidelines v10 proposed changes.



TRANSPARENCY MAY'S MEET

1. Explained the expectations of the ANA Study follow up.
2. Don't forget the **TAG TrustNet LLD Registry!**
3. **LLD elements:**
 - a. Data flow and reports
 - b. Legal framework
 - c. Supplier LLD agreements



ANTI-MALWARE MAY'S MEET

1. Latest **Malvertising Taxonomy** released!
2. Overview of TAG intel tools available:
 - DCIP List
 - Pirate Mobile App List (PMAL)
 - KELT
 - PDEL
3. Walked through CAM Guidelines v5.1



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