

Content

Title :	Identity Verification Technologies and the Format of Fraud Prevention Plans and Transparency Reports for Online Advertisement Platform Operators Ch
Date :	2024.11.28
Legislative :	Announced on November 28, 2024
Content :	<p>1. For its online advertising service, an online advertisement platform operator may verify the identity of the personnel commissioning the publishing and broadcasting and the investors in the following manners:</p> <p>(1) Remote verification: It shall require the personnel commissioning the publishing and broadcasting and the investors to transmit the electronic files of their ID documents, and use one of the following identification technologies for secure encrypted data transmission to verify their identity:</p> <ul style="list-style-type: none">i. Digital signature certificate.ii. Fast Identity Online (FIDO) mechanism.iii. Mobile ID.iv. One-Time Password (OTP).v. Bank account comparison.vi. Video showing that the identity document is being held by the principal. The online advertisement platform operator shall also confirm the real video environment (e.g., random Q&A), supplemented by the mechanism to prevent pre-recorded video, mask making, simulated image, or imitation of identity.vii. Biometric identification.viii. Other equivalent identification technologies. <p>(2) In-person verification: It shall require the personnel commissioning the publishing and broadcasting and the investor to present the originals of their ID documents.</p> <p>The ID documents stipulated in the preceding paragraph, in respect of natural persons, shall refer to national identification cards, passports, driver's licenses, national health insurance cards with attached photos, or other documents equivalent to the above documents issued by the government that are used to certify their identities; and in respect of non-natural persons, shall refer to the corporate registration certificates, business registration certificates, or other documents equivalent to the above certificates issued by the government that are used to certify their identities.</p> <p>For the online advertising service under Paragraph 1, if the personnel commissioning the publishing and broadcasting and the investors authorize agents to apply on their behalf, in addition to their ID documents, the ID documents of these agents and the powers of attorney shall also be transmitted or presented.</p> <p>2. Contents of the fraud prevention plan established by online advertisement platform operators shall include the following matters:</p> <ul style="list-style-type: none">(1) Management policies and procedures for online advertisement publishing and broadcasting.(2) Assessment and management mechanisms for fraud risk.(3) Fraud prevention, detection, identification, response, and notification mechanisms.(4) Allocation of personnel and resources relating to fraud prevention.(5) Awareness propaganda and the education and training for fraud prevention.(6) Overall ongoing improvement mechanism for fraud prevention measures.(7) Methods for retaining records, log files and evidences under the preceding six subparagraphs.

3. Contents of the fraud prevention transparency reports published by online advertisement platform operators shall include the following matters:

- (1) The implementation summary of the fraud prevention plan under the preceding Point.
- (2) Statistical quantities and types of advertisements which are removed, restricted on browsing, stopped broadcasting, or for which other necessary actions are taken in accordance with Subparagraph 1 of Paragraph 1 of Article 32 of the Fraud Crime Hazard Prevention Act.
- (3) Statistical quantities of services provided to users that are suspended in accordance with Subparagraph 2 of Paragraph 1 of Article 32 of the Fraud Crime Hazard Prevention Act.
- (4) Other matters specified by the competent authority for industries related to the digital economy.

Files : 網路廣告平臺業者驗證身分技術方式及詐欺防制計畫透明度報告格式內容(英譯版本).pdf

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