

# UK Good Practice Principles certificate



Company: AdColony  
 2nd Floor  
 4 Christopher Street  
 London,  
 EC2A 2BS  
<https://www.adcolony.com/>

Business/Brands verified:	AdColony
Service provided:	Advertising Exchange, Advertising Network
Month of verification:	October 2017

## Findings

Good Practice Principles	Description of compliance with the Principles
<p><b>1</b> The Buyers and Sellers of digital display advertising shall ensure that the transaction is one pursuant to either (a) a Primary Agreement or (b) the specific terms and policies within an agreed or signed contract.</p>	<p>Buyers that sign the AdColony Insertion Order (IO), agree to the IAB 4As Standard Terms &amp; Conditions (Ts&amp;Cs). This is located as a link on the AdColony IO at : <a href="http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf">http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf</a></p> <p>AdColony also agree to advertisers who supply their own IOs and separate Ts&amp;Cs.</p> <p>AdColony’s vetted publishers agree to the AdColony Terms of Service for Publishers.</p> <p>Publishers using the AdColony Advertising RTB Exchange Platform agree to the AdColony RTB Ad Exchange Agreement.</p>
<p><b>2</b> A Primary Agreement, or the specific terms and policies within an agreed or signed contract, should include the Buyers and Sellers’ intention as to where the advertising should (or should not) appear.</p> <p>The Buyers and Sellers should select from one or both of the following means to minimise ad misplacement:</p> <ul style="list-style-type: none"> <li>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</li> <li>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</li> </ul>	<p>The AdColony IO specifies the targeting instructions.</p> <p>Buyers that do not use the AdColony IO have their own IOs and Ts&amp;Cs which also identify targeting instructions.</p> <p>Buyers can select sites from an Appropriate Schedule (whitelist) of AdColony’s vetted and approved sites.</p> <p>AdColony has a global Inappropriate Schedule (blacklist) and will also run blacklists supplied by advertisers if requested.</p>

Good Practice Principles	Description of compliance with the Principles
<p><b>3</b> Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly. In the absence of specific provisions, then as a minimum, a statement of reasonable endeavours is required.</p>	<p>The AdColony Brand Protection Policy states: “AdColony is committed to providing outstanding customer service and brand safety for our clients and publisher partners. We are dedicated to providing complete transparency and control over how brands appear around site content.....AdColony operates..on Mobile Web and Apps with identified publishers containing appropriate content.”</p> <p>AdColony’s Brand Protection Policy is incorporated in their Privacy Policy and located on the AdColony website at: <a href="https://www.adcolony.com/privacy-policy/">https://www.adcolony.com/privacy-policy/</a></p> <p>AdColony has advised their clients by email that they have a Brand Protection Policy which includes a link to its location.</p> <p>The AdColony IO also has a link to the Brand Protection Policy.</p>
<p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>AdColony detail the processes to minimise ad misplacement in their Brand Protection Policy.</p> <p><b><u>Site Vetting</u></b> AdColony manually vet all sites and apps including checking the app store ratings and content, and running tests before they are added to their approved list.</p> <p><b><u>Appropriate &amp; Inappropriate Schedules</u></b> The AdColony Brand Protection Policy states: “AdColony operates a blacklist policy and will not serve any advertisements to any sites containing the following generic categories including but not limited to the headings below:</p> <ul style="list-style-type: none"> <li>• Adult Content</li> <li>• Alcohol</li> <li>• Hate speech</li> <li>• Offensive language</li> <li>• Violence</li> <li>• Illegal drugs</li> <li>• Illegal downloads</li> <li>• Adware/Malware”</li> </ul> <p>“In addition if sites are identified as being inappropriate whilst not falling into the identified categories they will be added to a blacklist to be supplied to any supplier or inventory.”</p> <p>“Any blacklist or whitelist supplied by an advertiser or their agency will be used in addition to AdColony blacklist or whitelist for use on specified campaigns or for any stated period.”</p>

Good Practice Principles	Description of compliance with the Principles
<p><b>5</b> Both Buyers and Sellers should understand any contractual consequences should they fail to monitor this process and respond appropriately to ad misplacement via take down.</p>	<p>The AdColony Brand Protection Policy states:</p> <p>“In the event of a client’s advertisement appearing on a mobile website or mobile app that the client deems inappropriate or unsuitable, AdColony will make every effort to take down the advertisement as soon as possible or within the timescales specified in individual terms and conditions and, if requested, will add that site to our blacklist to be used for any future campaigns for that client.”</p> <p>“Any incidents of ad misplacement identified by agencies, advertisers or publishers can be notified to <a href="mailto:adops@adcolony.com">adops@adcolony.com</a>.”</p> <p>“The contractual consequences of not taking down an ad in accordance with this policy are evaluated and agreed with the buyer on a case by case basis.”</p>

**Verified by**

Company: ABC Ltd  
Saxon House,  
211 High Street,  
Berkhamsted,  
Hertfordshire.  
HP4 1AD



<p>Statement of verification provider:</p>	<p>We have reviewed AdColony’s policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG Good Practice Principles. Our enquiries were designed to independently confirm that the brand safety policies stated have been implemented and clearly documented where required. Our review did not extend to testing the effectiveness of any processes, procedures or controls for ad misplacement.</p> <p>In our opinion, at the time of our review, AdColony had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.</p>
--	---

**About JICWEBS**

JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) was created by the UK and Ireland media industry to ensure independent development of standards for measuring performance online and benchmarking best practice for online ad trading.

**About Digital Trading Standards Group (DTSG)**

The Digital Trading Standards Group (DTSG) is an UK industry body made up of representatives from across the digital display advertising ecosystem, including the buy- and sell-side. The DTSG is comprised of representatives from advertisers, agencies, agency trading desks, demand side platforms, advertising exchanges, sales houses, advertising networks, supply side platforms and publishers.