

# UK Good Practice Principles certificate



# AdRoll

Company: AdRoll  
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 London  
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 www.adroll.com/en-gb/

Business/Brands verified:	AdRoll
Service provided:	Advertising Network, Demand Side Platform (DSP)
Month of verification:	February 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>Digital display advertising transactions are governed by AdRoll Insertion Orders (IOs) or Master Service Agreement (MSA) referencing AdRoll's standard Terms and Conditions.</p> <p>AdRoll's standard Terms and Conditions are available to view here: <a href="https://www.adroll.com/en-GB/about/terms">https://www.adroll.com/en-GB/about/terms</a></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>AdRoll IOs contain a statement that the IO is subject to AdRoll's Terms and Conditions and also contains a link to their Brand Safety Policy, both of which contain details of inappropriate content websites where advertising should not appear.</p> <p>AdRoll has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide AdRoll with their own blacklist to run against their campaigns.</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>AdRoll confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“AdRoll provides targeted advertising services for our advertiser clients and uses both exchanges and SSPs in order to ensure we deliver ads in a safe manner. AdRoll buys inventory across a wide range of websites, through a number of ad exchanges and supply side platforms (all of which vet their inventory partners).”</p> <p>The Brand Safety Policy is located at the following link  <a href="https://www.adroll.com/en-GB/about/trust-center/brand-safety">https://www.adroll.com/en-GB/about/trust-center/brand-safety</a></p> <p>A link to the Brand Safety Policy is also included on AdRoll’s insertion orders.</p> <p>AdRoll communicates the processes and procedures to minimise the risk of ad misplacement via their brand safety 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>AdRoll’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“AdRoll works only with partners who thoroughly test and monitor their sellers against common brand safety criteria to minimise ad placements on websites including but not limited to promoting the following content:</p> <ul style="list-style-type: none"> <li>•Nudity, Pornography, Adult Content</li> <li>•Copyright Infringement</li> <li>•Graphic Violence</li> <li>•Criminal Activity</li> <li>•Weapons</li> <li>•Malware</li> <li>•Hate Speech”</li> </ul> <p>“AdRoll uses a third party service, Picalate, for ad verification purposes. Picalate measures and reports on invalid traffic, brand safety and viewability. This information is used to inform our bidding and curate global domain blacklists. End goal being to provide our customers with safe, transparent and high performance inventory.” Picalate is a non-JICWEBS certified tool used post-bid on all campaigns.</p> <p>“AdRoll employs the use of a blacklist in order to block flagged URLs from serving ads across all inventory. Additionally, if an advertiser wishes to block their ads from serving on a specific URL, the dedicated account manager will follow up on this request and has the ability to block individual URLs/bulk lists of URLs if requested.”</p>
<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>AdRoll's takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>"AdRoll is committed to provide quality inventory. If a client raises written concern about a website to their account manager we will review all reporting for that domain and remove the client's ad within 48 business hours. The consequences of any ad misplacement will be agreed on a case by case basis with the buyer."</p>

## Verified by

Company: ABC Ltd  
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Statement of verification  
provider:

We have reviewed AdRoll'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.

In our opinion, at the time of our review, AdRoll had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

## 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.