

UK Good Practice Principles certificate



Adobe Advertising Cloud

Company: Adobe Advertising Cloud (formerly TubeMogul)
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<https://www.tubemogul.com/>

Business/Brands verified:	Adobe Advertising Cloud
Service provided:	Demand Side Platform (DSP)
Month of verification:	May 2017

Findings

Good Practice Principles	Description of compliance with the Principles
<p>1 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 for managed accounts are governed by Adobe Advertising Cloud insertion orders (IO's)/ other primary agreements referencing Adobe standard Terms and Conditions.</p> <p>https://www.tubemogul.com/compliance/terms-of-service/</p> <p>The exception to the above are buyers, whose agreements reference the individual buyer's Terms and Conditions which govern their digital display advertising transactions.</p> <p>Self-Serve Accounts sign the Adobe Advertising Cloud Video Platform Agreement.</p> <p>Adobe also has signed primary agreements with Exchanges, Publishers and SSP's.</p>
<p>2 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>Adobe Advertising Cloud and/or Buyer's IO's/other primary agreements contain intentions and/or targeting instructions of where advertising should (or should not) appear.</p> <p>Adobe Advertising Cloud has a global appropriate schedule (vetted and approved whitelist) from which buyers can select sites to run against their campaigns.</p>



Good Practice Principles	Description of compliance with the Principles
<p>The Buyers and Sellers should select from one or both of the following means to minimise ad misplacement:</p> <p>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</p> <p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p>Adobe Advertising Cloud has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide Adobe Advertising Cloud with their own blacklist to run against their campaigns.</p>
<p>3 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>Adobe Advertising Cloud confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“Adobe Ad Cloud Brand Safety Policy will apply reasonable endeavours to minimise the risk of ad misplacement”</p> <p>The Brand Safety Policy is located here: https://docs.google.com/document/d/19w9i28x5D5Bg_Yol07X5G0fvHuNjLsdqFU288pH-ja0/edit</p>
<p>4 Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>Adobe Advertising Cloud’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“...the use of:</p> <ul style="list-style-type: none"> • Manual URL mapping of sites • Global black lists including adult and violence sites • Approved, custom whitelists with transparent URLs grouped by quality tier and IAB content category.” <p>The Brand Safety policy also confirms that Adobe Advertising Cloud can offer the optional use of Adsafe Firewall from Integral Ad Science and Real-Time Ad Blocking by Double Verify (Independently approved CV tools to JICWEBS standards) for “pre-bid blocking of sensitive categories such as;</p> <p>Accidents, Adult, Alcohol, Drugs, Gambling, Health Issues, Illegal Content, Offensive Content, Terrorism, Tobacco, User Generated and Weapons.”</p> <p>Adobe Advertising Cloud also offer the use of peer 39 and Proxemic, (Non-JICWEBS certified tools), which also claim to allow pre-bid blocking of the categories above.</p>
<p>5 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>Adobe Advertising Cloud's takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“Upon notification of takedown from a client, the site the ads are appearing on will be removed within 24 hours or less dependent upon client requirements.”</p> <p>“Self serve clients are able to pause, stop or remove sites and apps themselves”</p> <p>"The contractual consequences of not taking down an ad in accordance with Adobe Ad Cloud’s takedown policy are evaluated and agreed with the Buyer on a case by case basis."</p>



Verified by

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Statement of verification provider:

We have reviewed Adobe Advertising Cloud’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, Adobe Advertising Cloud 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.