

# UK Good Practice Principles certificate



The Smart Way to New Customers

Company: Affectv  
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 London  
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<http://affectv.com/>

Business/Brands verified:	Affectv
Service provided:	Advertising Network
Month of verification:	January 2018

## 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>Affectv's buyers agree to Insertion Orders which include Affectv's Terms &amp; Conditions for digital display advertising. The Insertion Orders include a link to Affectv's Brand Safety processes which are available on its website here: <a href="http://affectv.com/brand-safety">http://affectv.com/brand-safety</a></p> <p>Affectv also works with buyers who raise their own Insertion Orders, to which the buyers' Terms and Conditions apply and are agreed.</p> <p>Affectv has signed agreements with advertising exchanges for the delivery of digital display advertising.</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>All campaigns are run across the Affectv network.</p> <p>Affectv's Global Blacklist (Inappropriate schedule) is used across all campaigns. However, buyers may specify their own whitelist / blacklists as part of their targeting instructions.</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>Affectv outline the provisions applied to minimise the risk of ad misplacement on their Brand Safety page.</p> <p>The page states:</p> <p>“(…)as the safety of our client’s brand is of utmost value, Affectv have several layers of control in place to make sure we deliver ads in the right environments for each campaign.”</p> <p>A link to the Affectv Brand Safety page can be found here: <a href="http://affectv.com/brand-safety">http://affectv.com/brand-safety</a></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>In summary, Affectv’s Brand Safety processes are as follows:</p> <p>Affectv uses blacklists to block specific URLs across all buying activity. These inappropriate schedules are subject to regular manual and automated monitoring processes and include the following categories: Abortion, Adult, Aggressive, Guns, Hacking, Violence, Adware, Malware, Drugs, and Fraud.</p> <p>Affectv's clients may also specify their own appropriate and inappropriate schedules.</p> <p>Affectv runs regular checks on all the URLs that have impressions served against them. These URLs are referenced against a keyword list and domain prefix lists. Sites that reference against any of these lists are manually checked. Those sites deemed inappropriate are added to the blacklist.</p> <p>Affectv use a non-JICWEBS certified content verification tool (Adloox) across all campaigns. Adloox claims to prevent ads from displaying on URLs deemed inappropriate. Affectv will then reactively block these domains. Affectv also has the capability to implement the JICWEBS certified tool Integral Ad Science’s AdSafe Firewall on client request.</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>Affectv’s Take Down Policy is detailed on the Brand Safety page of their website, which can be found here: <a href="http://affectv.com/brand-safety">http://affectv.com/brand-safety</a></p> <p>The page states:</p> <p>“Requests to pause activity are actioned within 2 hours.”</p> <p>“The contractual consequences of not taking reasonable steps to remove an ad from a publication on written request 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,  
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HP4 1AD



Statement of verification  
provider:

We have reviewed Affectv'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, Affectv 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.