

# UK Good Practice Principles certificate

<b>DTSG</b> <b>UK BRAND SAFETY</b>	<b>JIC WEBS</b>	VALID TO:
		MARCH 2018



## AppNexus

Company: AppNexus Europe Ltd  
 50 Eastcastle Street, Suite 200  
 London, W1W 8EA, UK  
<http://www.appnexus.com/>

Business/Brands verified:	Appnexus
Service provided:	Advertising Exchange, Demand Side Platform (DSP), Supply Side Platform (SSP)
Month of verification:	February 2017

### Findings

Good Practice Principles	Description of compliance with the Principles
<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>All buyers and sellers are subject to the terms and conditions of the AppNexus Master Services Agreement, which includes the following conditions on brand safety:</p> <p><u>Buyer-Specific.</u> Company hereby further covenants that, if and when using a Service as a Buyer:</p> <ul style="list-style-type: none"> <li>• none of the Ad Units provided to AppNexus will, when viewed or clicked on by a user(s), cause the download or delivery of any software application, executable code, virus, or malicious or social engineering (phishing) code or features;</li> <li>• none of the Ad Units provided to AppNexus, and none of the sites to which a user is directed following a click on any such Ad Unit, will be obscene, deceptive or otherwise illegal</li> </ul> <p><u>Seller-Specific.</u> Company hereby further covenants that, if and when using a Service as a Seller:</p> <ul style="list-style-type: none"> <li>• the content of the Sites on which Ad Inventory appears will not violate or infringe upon the rights of any third party, and will not be obscene, deceptive or otherwise illegal</li> </ul> <p><u>Additional Service Rules.</u></p> <ul style="list-style-type: none"> <li>• Buyers, Sellers and AppNexus each may reject, remove or deactivate Ad Units and/or Ad Inventory that do not comply with their respective policies (including, without limitation, the Service Policies – see below), or do not comply with any applicable law, rule or regulation, or for any reasonable business reason.</li> </ul>

Good Practice Principles	Description of compliance with the Principles
	<p>Buyers and sellers must adhere to AppNexus’ policies on buying and selling, which address:</p> <ul style="list-style-type: none"> <li>• Generally applicable content prohibitions</li> <li>• Content allowed but restricted</li> <li>• Prohibited buy-side and sell-side practices</li> <li>• Inventory policy</li> <li>• Gambling policy</li> <li>• Malware policy</li> <li>• COPPA policy</li> <li>• Anti-Piracy</li> <li>• Policy enforcement</li> </ul> <p>The AppNexus services incorporate a Sales Side Platform (SSP), Demand Side Platform (DSP) and Advertising Exchange that collectively serve as a Facilitator. A Facilitator is a business that provides a technology platform with the primary purpose of brokering, for compensation, the placement of display advertisements between Buyers and Sellers.</p> <p>Facilitators provide the tools and controls to enable Buyers and Sellers to help protect brand safety in line with DTSG requirements.</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> <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>AppNexus partners with a number of third-party service providers that buyers and sellers can contract with independently for brand safety services, including:</p> <p>comScore vCE Validation by comScore          The AdSafe Firewall by Integral Ad Science          DV Digital IQ – Real-Time Ad Blocking by DoubleVerify</p>
<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>By signing the AppNexus Master Services Agreement and agreeing to AppNexus’ Policies for Selling, sellers confirm that reasonable endeavours will be applied to minimize the risk of ad misplacement.</p> <p>According to the AppNexus Polices for Selling:</p> <p>A member using the AppNexus platform must make reasonable efforts to ensure that all inventory made available for sale is compliant with any applicable policies. Individual efforts may vary depending on the circumstances, but all members must actively monitor and police any inventory that they make available for sale, whether or not it’s made available for sale via RTB, and promptly respond to any violations.</p>

Good Practice Principles	Description of compliance with the Principles
<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>Sellers are required to adhere to the AppNexus Master Services Agreement and Policies for Selling, which require a members to make reasonable efforts to ensure that all inventory made available for sale is compliant with any applicable policies.</p> <p>AppNexus does not require sellers to explain the process(es) for ensuring adherence, unless selected for review (see below).</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>According to the AppNexus Master Services Agreement:</p> <ul style="list-style-type: none"> <li>Buyers, Sellers and AppNexus each may reject, remove or deactivate Ad Units and/or Ad Inventory that do not comply with their respective policies (including, without limitation, the Service Policies), or do not comply with any applicable law, rule or regulation, or for any reasonable business reason.</li> </ul> <p>According to the AppNexus Policy for Selling:</p> <p>At any time, AppNexus may review a member’s policies and procedures, including as a prerequisite to sell through the platform, and make recommendations to improve them. If AppNexus finds a member’s policies or procedures inadequate, an account may be suspended until the member makes appropriate improvements. In addition, AppNexus may require training as a condition to continued selling through the AppNexus platform.</p> <p>According to the AppNexus Policy for Buying:</p> <p>AppNexus will proactively search for and deactivate all content on the Platform that violates this policy. We will continue to work closely with our clients to help them comply and to ensure a safe online ecosystem for advertisers, publishers, and Internet users. However, AppNexus may suspend or deactivate any creatives, campaigns, or accounts, as reasonably necessary, for investigation or to prevent further serving of ads that violate the policy. In addition, repeated, egregious or uncured violations of the policy may result in termination.</p>

**Verified by**

Company: BPA Worldwide  
 Central Working Shoreditch  
 6-8 Bonhill Street  
 London EC2A 4BX  
 United Kingdom



Statement of verification provider:

We have reviewed AppNexus’s policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG UK Good Practice Principles. Our examination was 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, AppNexus had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK 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.