

UK Good Practice Principles certificate



Company: Blis Media Ltd
 10 Bloomsbury Way
 London
 WC1A 2SL
<http://www.blis.com/>

Business/Brands verified:	Blis
Service provided:	Demand Side Platform (DSP)
Month of verification:	November 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 and video advertising transactions are governed by agency Insertion Orders (IO's) referencing agency Terms and Conditions.</p> <p>Managed buyers sign Blis's IO's which reference IAB standard Terms and Conditions. https://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf</p> <p>Self-serve clients sign a separate Blis contract which gives them direct access to the Blis platform.</p> <p>Blis also has agreements with Supply Side Platforms and Exchanges.</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>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"> A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery). 	<p>Blis and buyers IO's contain intentions of where advertising should and should not appear.</p> <p>Blis have a global appropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide Blis with their own blacklists or whitelists to run against their campaigns.</p>

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<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>Blis confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“Blis is committed to protecting brands against the major issues facing the mobile display market: brand safety,” It then subsequently describes the methods used as reasonable endeavours such as global blacklists, Client whitelists, Supply Partnerships, Content verifications, and in house solutions.</p> <p>A Blis Brand Safety Strategy document has been sent to all Blis employees to share with clients on request. In addition the Brand Safety Strategy has been distributed via public blog.</p> <p>A slide outlining some of the steps taken by Blis to serve ads in a brand safe environment has been included in the Blis Media pack for new clients.</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>Blis’s Brand Safety Strategy document explains the processes applied to minimise ad misplacement as follows:</p> <p>“Global Blacklist</p> <p>Blis has an extensive global blacklist of thousands of publishers that are deemed to have poor quality or potentially damaging content, poor performance and/or low quality data. Non-transparent traffic is also blocked. The list is updated continuously using both automated and manual processes”</p> <p>“Client whitelists</p> <p>Blis is willing to work with agencies and advertisers to build whitelists that meet their brand safety standards. Whitelists can be applied at the campaign, advertiser and/or agency level within the platform.”</p> <p>“Supply Partnerships</p> <p>Blis works closely with its SSP and exchange partners to optimise supply, and address brand safety issues/concerns. Measures taken include:</p> <ul style="list-style-type: none"> - Whitelist and blacklists implemented on the SSP's end - Publishers that are identified across IAB categories 24 (uncategorised), 25 (non-standard), 26 (illegal) are automatically blocked; - New publishers onboarded by SSPs are submitted to Blis for approval prior to adding them to the existing supply pool; - Preventing blacklisted publishers from re-entering the supply pool by changing their name, ID etc.” <p>“Content Verification</p> <p>Blis use a third party Content Verification (CV) tool Moat (non JICWEBS certified) as a post bid blocking tool. It is applied to all campaigns as standard.</p>

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	<p>“Blis also utilises Moat's partnership with Grapeshot (non-JICWEBS certified) to measure traffic against their 14 brand safety categories:</p> <ul style="list-style-type: none"> Safe Unsafe Sensitive Adult Content Arms Crime Death & Injury Illegal Downloads Drugs Hate Speech Military Obscenity Terrorism Tobacco <p>These tools provide Blis with the visibility required to see if Blis' internal policies are delivering, to pro-actively block suspicious activity.”</p> <p>“Blis can also run tags from all other third party players such as DoubleVerify & IAS, including their pre-bid blocking tags, so that advertisers are able to measure with their preferred vendor of choice.”</p> <p>“Blis' 'Smart-Pin' tool (non-JICWEBS certified) identifies and automatically filters out sources of inaccurate location data. It also flags sub-standard publishers that are used to inform the Blis global blacklist.”</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>Blis's take down policy is included in their Brand Safety Strategy document which states:</p> <p>“In the event that an ad appears on inappropriate content, Blis will blacklist the publisher as soon as notice is received from the client by either phone or email, and/or stop the campaign, until the issue can be fully investigated. If the notice is received outside the business hours of the regional office it is reported to, then it will be blocked on the next working day. Blis will endeavour to fully investigate the cause of the violation and take any necessary actions to prevent it happening again.”</p> <p>The takedown policy also states:</p> <p>“The contractual consequences of not taking down an advert in accordance with our Takedown policy are evaluated and agreed with the client on a case by case basis.”</p>

Verified by

Company: ABC Ltd
Saxon House,
211 High Street,
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Statement of verification provider:

We have reviewed Blis'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, Blis 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.