

UK Good Practice Principles certificate

DTSG UK BRAND SAFETY	JIC WEBS	VALID TO:
		MARCH 2019



Company: Captify Media Ltd
 5 Langley Street,
 Covent Garden, London,
 WC2H 9JA
 Tel: (+44) 2078 126330
<http://www.captify.co.uk>

Business/Brands verified:	Captify
Service provided:	Demand Side Platform (DSP)
Month of verification:	February 2018

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>Buyers agree to the Captify’s advertiser Terms and Conditions via the insertion order. The Advertiser Terms and Conditions address include the following requirements for Brand Safety and Advertising Placement</p> <p><i>“Company will use all commercially reasonable endeavours, including the use of an independently-certified content verification tool to minimize placement of advertising on: (i) websites containing illegal content; and (ii) any websites specifically agreed in writing by Company with Advertiser as inappropriate, with the applicable criteria in each case to be agreed prior to delivery of the campaign.”</i></p> <p>Sellers agree to the Captify publisher’s terms by completing the Captify Publisher Solutions Agreement. The publisher agreement addresses brand safety in the Publisher’s Obligations as follows:</p> <p><i>“The publisher shall not execute any of the Data Transfer Mechanism on any Publisher Property that has not been specifically approved by Captify for participation in the Solutions in writing (email being sufficient).”</i></p> <p>Captify's current brand safety policy is available at http://www.captify.co.uk/wp-content/uploads/2017/05/Captify-Brand-Safety-Ad-Placement-Policy.pdf</p>

Good Practice Principles	Description of compliance with the Principles
<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> <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>Buyers state their intention as to where the advertising should or should not appear in the Insertion Order.</p> <p>The Captify Publisher Solutions Agreement states, publishers (sellers) “shall not execute any of the Data Transfer Mechanism on any Publisher Property that has not been specifically approved by Captify for participation in the Solutions in writing (email being sufficient).”</p> <p>Captify offers the following means to minimize ad misplacement:</p> <p>A. Captify has contracted with Integral Ad Science integralads.com for brand protection and verification services.</p> <p>B. In addition to the use of an independently certified content verification tool, Captify also uses appropriate and inappropriate schedules, also known as “whitelists” and “blacklists.”</p> <p>Lastly, by agreement with clients, Captify can apply custom whitelists and/or blacklists corresponding to a particular advertiser’s brand guidelines.</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>In the Captify Publisher Solutions General Terms and Conditions, publishers agree that they “<i>shall not execute any of the Data Transfer Mechanism on any Publisher Property that has not been specifically approved by Captify for participation in the Solutions in writing (email being sufficient).</i>”</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>Captify has contracted with Integral Ad Science integralads.com for brand protection and verification services, including ad blocking, pre-bid solutions and semantic blocking, preventing online advertisements from appearing on web pages containing content deemed inappropriate, in the following categories on a 0-1000 scale:</p> <ul style="list-style-type: none"> ○ Adult content ○ Alcohol ○ Hate speech ○ Offensive language ○ Illegal downloads ○ Illegal drugs ○ Violence <p>In addition to the use of an independently certified content verification tool, Captify also uses appropriate and inappropriate schedules, also known as “white lists” and “black lists.”</p> <p>Captify’s blacklist includes thousands of websites whose content they or the third party verifiers consider to be inappropriate. This black list is regularly updated. Every campaign runs against this master blacklist.</p>

Good Practice Principles	Description of compliance with the Principles
	<p>Captify’s whitelist includes thousands of websites that have been manually verified by Captify or by third party verifiers. It is possible to run a campaign against this whitelist only, by agreement.</p> <p>Lastly, by agreement with advertisers, Captify can apply custom whitelists and/or blacklists corresponding to a particular advertiser’s brand guidelines.</p> <p>Captify's current brand safety policy is available at http://www.captify.co.uk/wp-content/uploads/2017/05/Captify-Brand-Safety-Ad-Placement-Policy.pdf</p> <p>Captify clearly discloses their brand safety partnership with Integral Ad Science on the following webpage, http://www.captify.co.uk/brand-safety/#BrandSafety</p> <p>Integral Ad Science explains their brand safety tool on their own site, www.integralads.com</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>The Captify Terms and Conditions state the contractual consequences of non-performance.</p> <p>Publisher Term and Conditions</p> <p><i>“...either party shall be entitled to terminate this Agreement with immediate effect if the other party:</i></p> <ul style="list-style-type: none"> <i>(a) becomes insolvent, or if an order is made or a resolution is passed for its winding up, or if an administrator, administrative receiver or receiver is appointed in respect of its assets or business; or</i> <i>(b) is in material breach of its obligations under this Agreement and (if such breach is capable of remedy) has not remedied such breach within five business days of written notice to do so.”</i> <p><i>“As soon as Captify becomes aware of any advertisement appearing on any property contrary to the provisions of the terms and conditions, Captify will as soon as practicable remove such advertisement.”</i></p> <p>Advertiser Terms and Conditions: Brand Safety and Advertising Placement</p> <p><i>“Company will use all commercially reasonable endeavours, including the use of an independently-certified content verification tool to minimize placement of advertising on: (i) websites containing illegal content; and (ii) any websites specifically agreed in writing by Company with Advertiser as inappropriate, with the applicable criteria in each case to be agreed prior to delivery of the campaign. Company's current brand safety policy is available at http://www.captify.co.uk/brand-safety/#BrandSafety</i></p>

Good Practice Principles	Description of compliance with the Principles
	<p><i>As soon as Company becomes aware of any Advertisement appearing on any website contrary to the provisions of clause 4.1, then Company will as soon as practicable remove such Advertisement and the provisions of clause 8.1 shall apply in respect to any impressions delivered on such websites."</i></p> <p>Take Down Policy</p> <p><i>"In the event Captify becomes aware of an ad appearing on a site that is considered inappropriate, Captify will as soon as practicable take down the ad. The contractual consequences of this are as agreed with the client in each case, but as a standard, Captify will normally discount such placement against the current or a future campaign or make no charge for that placement."</i></p>

Verified by

Company: BPA Worldwide
 20 Jerusalem Passage
 London EC1V 4JP
 United Kingdom
 www.bpaww.com



Statement of verification provider:	<p>We have reviewed Captify'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.</p> <p>Our review did not extend to testing the effectiveness of any processes, procedures or controls for ad misplacement.</p> <p>In our opinion, at the time of our review, Captify had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK Good Practice Principles.</p>
-------------------------------------	---

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.