

# UK Good Practice Principles certificate



Company: Conversant Europe Limited  
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Business/Brands verified:	Conversant
Service provided:	Advertising Network, Demand Side Platform (DSP)
Month of verification:	March 2017

## 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>Digital display advertising transactions are governed by Conversant insertion orders (IOs) referencing Conversant’s standard Terms and Conditions (T&amp;Cs). Some buyers use their own IOs, referencing their own T&amp;Cs.</p> <p>Conversant has signed agreements with DSPs and exchanges.</p> <p>Conversant also have their own General Publisher Agreements.</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>Agreed IOs contain intentions of where advertising should (or should not) appear.</p> <p>Conversant has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide Conversant with their own blacklist or whitelist to run against their campaigns.</p> <p>Conversant uses the JICWEBS certified CV tool ‘The AdSafe Firewall’ by Integral Ad Sciences as a pre-bid blocking/firewall where the use of this tool is requested.</p>

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<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>Conversant confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“Conversant Europe is committed to giving our clients confidence and control in the environment their advertising campaigns are placed. This document details the actions we take to ensure our clients run their digital advertising in a safe and transparent manner.</p> <p>Conversant Europe will only work with sites, apps and exchanges that share our commitment to brand safety.”</p> <p>The Brand Safety Policy is located at the following link:  <a href="http://www.conversantmedia.co.uk/legal/brand_safety_policy">http://www.conversantmedia.co.uk/legal/brand_safety_policy</a></p> <p>A link to the Brand Safety Policy is also included on Conversant’s insertion orders.</p> <p>Conversant communicates the processes and procedures to minimise the risk of ad misplacement via their brand safety policy with an annual update email which contains a link to its location.</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>Conversant’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>"We continuously monitor inventory quality using both ad verification technology and human inspection.</p> <p>Conversant Europe operates a blacklist policy to block URLs based on categories including, but not limited to, the following:</p> <ul style="list-style-type: none"> <li>Adult content</li> <li>Nudity</li> <li>Alcohol</li> <li>Hate speech</li> <li>Offensive language</li> <li>Violence</li> <li>Illegal drugs</li> <li>Illegal downloads</li> <li>Adware/Malware</li> </ul> <p>If our clients have specific domains/apps they would like to block from a campaign these can be accommodated. Alternatively, campaigns can be run on a specific whitelist when supplied. Buyers can outline this requirement by requesting its inclusion on an Insertion Order”.</p> <p>Conversant will apply the (JICWEBS certified) tool IAS Ad Safe Firewall or the (non-JICWEBS certified) tool DV Monitoring to a campaign on request by the client through the IO.</p>

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<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>Conversant's takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>"In the event of a client's advertisement appearing in an environment they deem inappropriate Conversant Europe will make all reasonable efforts to remove the placement within 48 hours of written notification.</p> <p>The consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on the Insertion Order.</p> <p>Any incident of misplacement identified by our clients should be directed to <a href="mailto:brandsafety@conversantmedia.com">brandsafety@conversantmedia.com</a></p> <p>Providing the date, time, URL/App and an outline of the misplacement will ensure the request is processed as efficiently as possible."</p>

**Verified by**

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<p>Statement of verification provider:</p>	<p>We have reviewed Conversant'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.</p> <p>In our opinion, at the time of our review, Conversant had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.</p>
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**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.