

# UK Good Practice Principles certificate



Company: Exponential  
 2nd Floor  
 Coin House  
 2 Gees Court  
 London  
 W1U 1JA  
 exponential.com

Business/Brands verified:	Exponential
Service provided:	Advertising Network
Month of verification:	April 2016

## 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>Buyers that use Exponential’s Insertion Orders (IO’s) agree to their terms and conditions for digital display advertising via a link on the IO.  <a href="http://exponential.com/documents/uk-terms-and-conditions/">http://exponential.com/documents/uk-terms-and-conditions/</a></p> <p>The exception to the above is a small number of buyers whose agreements reference the individual buyer's Terms and Conditions which govern their digital display advertising transactions.</p> <p>Exponential also has signed agreements with publishers, for inventory which is sourced directly. Publishers agree to the web Publisher Terms and Conditions and the Code of Conduct:  <a href="http://exponential.com/documents/publisher-terms-and-conditions/">http://exponential.com/documents/publisher-terms-and-conditions/</a>  <a href="http://exponential.com/documents/publisher-code-of-conduct/">http://exponential.com/documents/publisher-code-of-conduct/</a></p> <p>Exponential also have signed agreements with RTB Exchanges and SSP’s.</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>Buyers specify targeting instructions on Insertion Orders which may include appropriate or inappropriate schedules.</p> <p>Exponential have a global appropriate schedule, (whitelist), of vetted Publishers and Sites where buyers can select to run their campaigns.</p> <p>Exponential have a global inappropriate schedule, (blacklist) which is run on all campaigns.</p> <p>Exponential will also apply blacklists supplied by buyers to campaigns if requested.</p>

Good Practice Principles	Description of compliance with the Principles
<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><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>All Exponential agreements include provisions regarding the minimising of the risk of ad misplacement.</p> <p>Exponential communicate regularly with their clients and a link to their Brand Safety Policy is on all their emails. The Brand Safety policy is located on their website at:  <a href="http://exponential.com/en-gb/safety-guidelines/">http://exponential.com/en-gb/safety-guidelines/</a></p> <p>Additionally, for buyers using Exponential's IOs, the Terms and Conditions specify:                      "Exponential will make reasonable commercial efforts to minimize the risk of Ads being displayed alongside inventory which has been identified by Advertiser in advance of a campaign as inappropriate, whether such inventory is sourced directly and/or indirectly."</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>Exponential's Brand Safety Policy outlines the processes to minimise the risk of ad misplacement. In summary, these processes are as follows:</p> <ul style="list-style-type: none"> <li>- Exponential represents a list of vetted, named publishers, which is made available to clients. This is their appropriate schedule.</li> <li>- Exponential do not accept sites onto their network that contain pornography, promote excessive use of alcohol, tobacco or illegal substances; contain violence, profanities, expletives or inappropriate language, illegal activity such as copyright infringement, racism, hate, mail fraud, spam or pyramid schemes</li> <li>- Exponential uses its own content verification technology called PageGuard, (not JICWEBS certified) on all campaigns unless otherwise requested. PageGuard claims to limit the possibility of ads appearing on inappropriate content.</li> <li>- Additionally, Exponential has the ability to use third party integrations with CV tools such as Integral Ad Science AdSafe Firewall, (certified to JICWEBS standards), which can be configured to client requirements.</li> <li>- Exponential's inventory is subject to regular scanning and re-vetting to provide assurance that its Brand Safety criteria are being adhered to.</li> </ul>
<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>The Exponential Take Down Policy is included in the Brand Safety page on the website and states:                      "If violations are seen, adjust the campaign targeting until the violations go below the predetermined threshold or disappear altogether. Correction of flagged violations will occur within 48 hours, but best endeavors will be made to rectify immediately.</p> <p>The contractual consequences of not responding appropriately to a takedown request in the specified time frame will be subject to the terms of individual IOs."</p>

## Verified by

Company:

ABC Ltd  
Saxon House,  
211 High Street,  
Berkhamsted,  
Hertfordshire.  
HP4 1AD



Statement of verification  
provider:

We have reviewed Exponential'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, Exponential 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.