

UK Good Practice Principles certificate

DTSG UK BRAND SAFETY	JIC WEBS	VALID TO:
		MAY 2018



Company: Google DoubleClick Ad Exchange (AdX)
 Belgrave House, 76 Buckingham Palace Rd
 London SW1W 9TQ
 United Kingdom
<http://www.google.com/doubleclick/>

Business/Brands verified:	Google DoubleClick Ad Exchange (AdX)
Service provided:	Advertising Exchange
Month of verification:	March 2017

Findings

Good Practice Principles	Description of compliance with the Principles
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>Buyers are required to abide by:</p> <ul style="list-style-type: none"> • The Google DoubleClick Ad Exchange Buyer Terms, available at http://www.google.com/intl/en/doubleclick/adxbuyer/terms.html ; and • The Google DoubleClick AdX Buyer Program Guidelines, available at http://www.google.com/doubleclick/adxbuyer/guidelines.html <p>Sellers are governed by the Publisher and Platform terms, which can be found here: https://www.google.com/intl/en_us/doubleclick/platform/terms.html http://www.google.com/intl/en_us/doubleclick/publishers/dfpadx/terms.html</p> <p>In addition, sellers are required to abide by the Google DoubleClick AdX Seller Program Guidelines, available at http://www.google.com/doubleclick/adxseller/guidelines.html</p> <p>Lastly, sellers participating in any transaction on AdX, including but not limited to Programmatic Direct, Preferred Deals, Private Auction, or Open Auction must adhere, and ensure that any third party to whom they provide access to the AdX service under their account also adheres, to the following policies: (i) the Platforms program policies</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>AdX offers settings and whitelists/blacklists for Buyers and Sellers to exclude or include sites, URLs or applications that they deem appropriate or inappropriate for ad serving.</p> <p>To ensure that AdX sends the most appropriate impression calls, Buyers must "pre-target" to receive impressions. It is recommended that Buyers carefully configure their content targeting restrictions so that AdX will only send requests for impressions that match the targeting criteria desired. This is done in the AdX user interface by creating a Campaign with a special Ad Group. The targeting specified at the Campaign level acts as a filter for queries which will be sent to the server via real-time bidding. Any sites, verticals or audience lists the Buyer targets at the Ad Group level will do the same.</p> <p>Pre Targeting documentation: https://support.google.com/adxbuyer/answer/6048315?hl=en</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 order to filter ads serving to undesirable destinations, AdX uses the Google Display Network (GDN) Content Classification program, which applies machine learning and knowledge engineering problems with the objective to classify, organize and annotate web content, including user queries, advertising, and video.</p> <p>Publisher quality operations team also conducts page-level reviews. Page level policy violations are bucketed into content-based violations and behaviour violations based on the GDN content classifier tool, internal queries, and/or user reports, which includes:</p> <ul style="list-style-type: none"> • Content-based violations such as pornography, websites sharing copyrighted material, and pages containing hateful comments. • Behavioral violations such as inciting to click, mislabeling, using more ad units than allowed, modifying the ad code. <p>Automated systems monitor and verify compliance with targeting and exclusions settings.</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>AdX offers the following Content Verification tools for Buyers or Sellers to block or report the serving of a display advertisement to destinations defined as inappropriate:</p> <ul style="list-style-type: none"> • Inventory Controls for Sellers https://support.google.com/adxseller/answer/2911943?hl=en&ref_topic=2911766 • Inventory Selector Tool for Sellers https://support.google.com/adxseller/answer/3450498?hl=en&ref_topic=2913545 • Exclusions Management by Buyers including Sensitive Topics Exclusion for Buyers https://support.google.com/adxbuyer/answer/6048315?hl=en • Display Planner for Buyers https://support.google.com/adxbuyer/answer/3232424?hl=en&ref_topic=3232629

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	<p>While AdX does not itself use Content Verification tools from third parties, Sellers and Buyers may choose to use any tools or services from third party vendors certified by Google for Research-Verification services. Allowed vendors via the DoubleClick Ad Exchange: https://support.google.com/3pascertification/table/4570113</p> <p>In addition to the “white list – black list” and “pre-targeting” controls listed in section 2, Sellers may use the Ad Review Center (ARC) to review and approve/disapprove site-targeted ads that can show up on their properties.</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>Should Buyers and Sellers fail to monitor ad misplacement, AdX may, pursuant to the AdX Buyer terms and the AdX Seller Guidelines https://www.google.com/doubleclick/adxseller/guidelines.html, suspend ad serving and/or terminate the AdX service.</p> <p>Enforcement policies are fully transparent and posted to the Adx website. The appropriate links can be found below:</p> <p>Ad Exchange policies and enforcement, https://support.google.com/adxbuyer/answer/1325008?hl=en</p> <p>Platform program policies, available at https://support.google.com/platformspolicy/answer/3013851?hl=en</p> <p>The Ad Exchange Seller Guidelines https://www.google.com/doubleclick/adxseller/guidelines.html, incorporate the following policies, governing implementation and usage requirements:</p> <p>Google Webmaster Guidelines: https://support.google.com/webmasters/answer/35769?hl=en</p> <p>Ad Exchange ad code implementation requirements: https://support.google.com/adxseller/answer/6337462?hl=en</p>

Verified by

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Statement of verification
provider:

We have reviewed Google DoubleClick Ad Exchange (AdX) 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, Google DoubleClick Ad Exchange (AdX) 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.