

UK Good Practice Principles certificate



Company: GroundTruth
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<http://www.groundtruth.com/>

Business/Brands verified:	xAd UK Ltd, t/a GroundTruth
Service provided:	Advertising Network, Demand Side Platform (DSP), Media Owner
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 advertising transactions are governed by GroundTruth Insertion Orders, referencing the Standard IAB terms and conditions.</p> <p>IAB standard Terms and Conditions are available to view here: https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf</p> <p>Digital display advertising transactions may also be governed by Buyers Insertion Orders referencing the buyers terms and conditions, or where inventory is sold in a RTB environment MSA's with buyers that contain the buyer's terms and conditions.</p> <p>GroundTruth also has signed Ad Supply Agreements or MSA's with their Sellers.</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> <p>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</p>	<p>GroundTruth and buyers insertion orders contain intentions of where advertising should (or should not) appear.</p> <p>GroundTruth has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.</p> <p>GroundTruth has an inappropriate schedule (blacklist) which is run across all campaigns.</p>

Good Practice Principles	Description of compliance with the Principles
<p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p>Buyers can also provide GroundTruth with their own blacklist to run against their campaigns.</p> <p>For Self-Serve, the buyers have the ability to select specific domains from the approved whitelist to target or restrict (appropriate and inappropriate schedules).</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>GroundTruth confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“GroundTruth is committed to Brand Safety and aims to minimize ad misplacement and provide our clients with comfort and confidence with respect to where their advertisement is seen”</p> <p>The Brand Safety Policy is located at the following link (hyperlink): http://www.groundtruth.com/brand-safety-guidelines/</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>GroundTruth’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“GroundTruth employs rigorous measures to achieve these Brand Safety goals:</p> <ul style="list-style-type: none"> • GroundTruth blocks all the following categories across our platform: Unmoderated UGC, Extreme Graphic/Explicit Violence, Pornography, Profane Content, Hate Content, Under Construction, Incentivized, Illegal Content, Warez, Spyware/Malware, and Copyright Infringement. • GroundTruth has developed a manually curated whitelist based on rigorous criteria and review of app categories, age ratings, app content, and other indicators of brand safety. • GroundTruth supports blacklisting by keywords, categories, and app bundles, giving our clients flexibility to customize our whitelist by removing any undesirable content. • GroundTruth supports the use of 3rd party measurement tags for brand safety and content verification.”



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<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>GroundTruth's takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>"If GroundTruth becomes aware of a Brand Safety violation, we will attempt to take prompt remedial steps to block and/or remove the problematic publisher from the applicable client's campaign. If prompt action cannot be taken, or is otherwise unsuccessful, we will pause the campaign until we can adequately address the issue and provide assurances that the problematic supply source has been addressed. Contractual consequences for failure to take down problematic supply sources may be addressed in written agreement(s) between GroundTruth and our clients on a case by case basis."</p> <p>Where buyers are self serve, they have the ability to remove any bad sites for their campaigns and block problematic supply.</p>

Verified by

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<p>Statement of verification provider:</p>	<p>We have reviewed GroundTruth'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, GroundTruth 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.