

# UK Good Practice Principles certificate



## INSKIN MEDIA

Company: INSKIN MEDIA LTD  
 233 High Holborn  
 London  
 WC1V 7DN  
<http://www.inskinmedia.com/>

Business/Brands verified:	InSkin Media
Service provided:	Advertising Network
Month of verification:	May 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 sign the InSkin Media Insertion Order (IO), agree to the Advertisers Terms &amp; Conditions. The IO also includes a link to the Brand Safety page on the InSkin Media website.</p> <p>InSkin Media also has some agencies who use their own IOs and separate Ts &amp; Cs.</p> <p>InSkin Media has signed agreements with Publishers.</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>The InSkin Media IO specifies the audience targeting instructions for the pre selected vetted sites from InSkin Media's closed Publisher Network.</p> <p>InSkin Media have a closed Publisher Network and all campaigns are delivered against a tailored set of websites, which are agreed between InSkin Media and the client prior to the campaign start.</p> <p>Buyers that do not use the InSkin Media IO have their own IO's and Ts &amp; Cs which make reference to targeting instructions and the use of appropriate / inappropriate schedules.</p>

Good Practice Principles	Description of compliance with the Principles
<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>InSkin Media confirm reasonable endeavours in the Brand Safety Policy on their website.</p> <p>"InSkin Media is committed to providing outstanding customer service for our brand clients and publisher partners. We are dedicated to providing complete transparency and control over how brands appear around site content."</p> <p>InSkin Media have advised their clients by email that they have Brand Safety Policy, which included a link to its location in the website. This policy can be located on their website at: <a href="http://www.inskinmedia.com/brand-safety-policy">http://www.inskinmedia.com/brand-safety-policy</a></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>InSkin Media's Brand Safety Policy states:</p> <p>"InSkin only offers ad placements across a list of vetted sites. All campaigns are tested, activated and monitored internally at regular intervals, for all of InSkin's formats across our entire portfolio of premium sites."</p> <p>"All known sensitive content, or media non-compliant with DTSG's agreed principles, are excluded from InSkin's network via specific integration or keyword targeting."</p> <p>"This includes any content on a website that is sexually explicit, footage of real or simulated violence, criminal activity, promotes extreme political views, promotes hatred towards individuals or group on the basis of race, religion, sexual preference or other social/cultural factors, instructs or promotes crime, violence or unsafe behaviour, like bomb or weapon making, drug use, gaining unauthorised access to computers, fraud, or terrorist activities. Additionally, InSkin regularly reviews its publisher portfolio against the Police Intellectual Property Crime Unit's (PIPCU) Infringing Website List to ensure that our client's advertising does not run on copyright-infringing websites."</p>
<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>InSkin Media's Takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>"In the eventuality that an ad should appear against content deemed inappropriate, InSkin will make every reasonable effort to take down this placement as soon as possible. All take-down requests received within UK business hours (Monday – Friday, 9am – 5:30pm GMT) will be actioned within two hours of confirmed receipt. The same process applies if an ad deemed commercially sensitive should appear on any of our publisher partners' sites."</p> <p>"The contractual consequences of not taking down an ad in accordance with our Take Down Policy are evaluated on a case by case basis. Contractual elements to this policy are IO specific."</p>

## Verified by

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



Statement of verification  
provider:

We have reviewed InSkin Media'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, InSkin Media 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.