

UK Good Practice Principles certificate

DTSG UK BRAND SAFETY	JIC WEBS	VALID TO:
		MAY 2018



Company: Index Exchange – IX Toronto HQ
 74 Wingold Avenue
 Toronto, ON M6B 1P5
 416.785.5908
<http://www.indexexchange.com/>

Business/Brands verified:	Index Exchange
Service provided:	Advertising Exchange
Month of verification:	April 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>Sellers agree to the Index Exchange Inc. Master Services Agreement (MSA), which covers...</p> <ul style="list-style-type: none"> • Definitions • Services • Obligations of the publisher • Representations, Warranties and Covenants • Indemnifications • Confidentiality • Termination <p>Buyers and Sellers agree to the Index Exchange Real Time Bidding Agreement, which covers...</p> <ul style="list-style-type: none"> • Definitions • Participation in the Exchange • Compliance • Representations, Warranties and Covenants • Indemnifications • Confidentiality • Termination

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>In addition to the Master Services Agreement and Real Time Bidding Agreements referenced in section 1, all transactions within the Index Exchange are programmatic. Seller and Buyer intentions are communicated in the bid request and bid response, respectively.</p> <p>Index Exchange employs enterprise level white lists and black lists. In addition, buyers and sellers can create their own white lists and black lists in the Index Exchange UI.</p> <p>Every new direct publisher account and/or domain is subject to a robust vetting and evaluation process, which includes:</p> <ul style="list-style-type: none"> • Content classification to the IAB Tech Lab context taxonomy (Tiers 1 and 2) • Rating for website content (All Audiences; Mature Audiences) • Verification of website traffic and sources of traffic • Verification of social media presence • Vetting for non standard classifications • Compliance with the Obligations of the Publisher, noted in the MSA (see section 4, below)
<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>Index Exchange’s inventory acquisition, source identification, source relationship, source level transparency, vetting, classification, rating, placement details, creative evaluation, creative specification, and programmatic buying/auction mechanics are disclosed in the “Index Exchange Statement of Reasonable Endeavors,” available to buyers and sellers upon request.</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>Every new direct publisher account and/or domain is subject to a robust vetting and evaluation process, which includes:</p> <ul style="list-style-type: none"> • Content classification to the IAB Tech Lab context taxonomy (Tiers 1 and 2) • Rating for website content (All Audiences; Mature Audiences) • Verification of website traffic and sources of traffic • Verification of social media presence • Vetting for non standard categories • Compliance with the Obligations of the Publisher, noted in the MSA <p>Re-vetting, spot checking and monitoring are performed on a periodic basis to ensure that the site ratings stay current. Publishers are reviewed on a quarterly basis as part of Index Exchange’s internal audit.</p>

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	<p>According to the MSA, Obligations of the Publisher, Index Exchange requires that all of the original content on the Publisher Properties is legal to distribute and it owns or has the legal right to use, distribute and display all material contained on the Publisher Properties. In addition, publisher content shall not contain, promote or have links to non-standard classifications, including: any sexually explicit materials, obscene language, hate material, defamatory materials, materials promoting violence, the use of firearms or discrimination based on race, sex, religion, nationality, disability, sexual orientation, age, or family status; promote any software piracy systems, hacking, phreaking, emulators, ROM's, or illegal MP3 activity; promote any illegal activities, deceptive practices, violations or infringements of the Intellectual Property Rights of others; be personal web pages, FREE hosted pages, blank pages with no content, or pages that only contain advertisements.</p> <p>Index Exchange only works with publishers that are directly owned and operated or have an exclusive partnership with the websites to represent their Ad Operations (per the MSA) and have been established and operating for greater than one year.</p> <p>In addition to accessing supply from direct publishers, Index Exchange operates an Enterprise Division for indirect inventory acquisition. All prospective enterprise partners are required to provide a list of their owned and operated and/or direct publisher supply. Their site/app list is used to evaluate the inventory quality and partnership opportunities. Index Exchange does not allow for partners to submit 3rd-party inventory (other SSPs or Ad Networks). If the exchange is not able to provide site mapping and Index Exchange is not able to identify the inventory as Owned & Operated, or direct publisher inventory through references, then Index Exchange will not proceed with the integration. Index Exchange requires complete transparency into partner supply.</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>According to the Index Exchange MSA...</p> <p><u>Termination Rights</u> - The Agreement may be immediately terminated by a party if the other party commits a material breach of its obligations (stated in the MSA) that is not cured within ten (10) days after written notice thereof from the non-breaching party.</p> <p>According to the Index Exchange Real Time Bidding Agreement...</p> <p><u>Termination for Breach</u> - Either Media Company or Buyer may terminate this Agreement at any time if the other party is in material breach of its obligations hereunder, which breach is not cured within 10 days after receipt of written notice thereof from the non-breaching party. Additionally, if Buyer or Advertiser breaches its obligations by violating the same Policy three times.</p>

Verified by

Company: BPA Worldwide
Central Working Shoreditch
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London EC2A 4BX
United Kingdom
www.bpaww.com



Statement of verification provider:

We have reviewed Index Exchange 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, Index Exchange 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.