

UK Good Practice Principles certificate



Company: Nano Interactive UK
 26 Finsbury Square
 London
 EC2A 1DS
<http://www.nanointeractive.com>

Business/Brands verified:	Nano Interactive
Service provided:	Advertising Network
Month of verification:	September 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>Advertising transactions are governed by the Nano Interactive Insertion Order (IO), referencing the Nano Interactive Terms & Conditions.</p> <p>The Terms and Conditions are available to view here: http://www.nanointeractive.com/docs/t&c_advertiser_EN.pdf</p> <p>Nano Interactive also work with buyers who use their own IOs and separate T's and C's.</p> <p>Nano Interactive also have signed agreements with SSPs, Publishers and an Exchange.</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> <ul style="list-style-type: none"> A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery). 	<p>The Nano Interactive and buyers IO's contain targeting instructions of where advertising should (or should not) appear.</p> <p>Nano Interactive has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide Nano Interactive with their own whitelist and/or blacklist to run against their campaigns</p>

Good Practice Principles	Description of compliance with the Principles
<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>Nano Interactive confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“At Nano Interactive we are committed to delivering the highest levels of brand safety for our clients to minimize the risk of ad misplacement.</p> <p>The brand safety policy is included within Nano Interactive IO’s and is located at the following link: http://www.nanointeractive.com/brand-safety/</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>Nano Interactive’s Brand Safety Policy states the following:</p> <p>PUBLISHER ONBOARDING: “Nano Interactive has nine step vetting process for onboarding direct publisher relationships. They must meet our criteria to be approved as a new inventory source for Nano Interactive.”</p> <p>EXCHANGES: “Nano utilises DSP platforms and exchanges to access some of our inventory. All exchange buys will have the Nano Interactive blacklist implemented as standard.”</p> <p>3rd PARTY CONTENT VERIFICATION: “Nano Interactive has partnered with IAS, utilising their technology within the auction process. This allows us to target around brand safety, and contextual ad blocking.....This solution ensures our advertisers will only appear on appropriate content that is classified as safe by IAS.”</p> <p>NANO BLACKLIST: “Nano Interactive implement our own blacklist to remove inappropriate content from our inventory sources. Every campaign will run with the blacklist implemented with the list being updated on a regular basis.”</p> <p>CLIENT WHITELIST & BLACKLIST: “In addition, on agreement with the client, Nano Interactive can implement any advertiser whitelist or blacklist in line with their own brand safety measures.”</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>Nano Interactive’s Brand Safety Policy states the following:</p> <p>"In the unlikely event that one of our campaigns is displayed against inappropriate content, Nano Interactive will ensure the ad is taken down as soon as possible. All requests between the working hours of 9-5.30 will be taken down within 3 hours of notification."</p> <p>“The contractual consequences of this will be agreed on a case by case basis and campaign specific.”</p>

Verified by

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



Statement of verification
provider:

We have reviewed Nano Interactive'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, Nano Interactive 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.