

# UK Good Practice Principles certificate



Company: Oath  
 3rd,5th & 6th Floors  
 125 Shaftsbury Avenue,  
 London,  
 WC2H 8AD  
<https://www.oath.com/en-gb/>

Business/Brands verified:	Oath, One by Aol: Video, One Display, Ad.com, Aol On, Aol, Marketplace, Be On, AOL Owned & Operated properties, MSFT Properties, MSFT Video Network
Service provided:	Advertising Exchange, Advertising Network, Demand Side Platform (DSP), Media Owner, Supply Side Platform (SSP)
Month of verification:	September 2017

## 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><b><u>AOL On, Ad.com, Display, AOL, Owned &amp; Operated, MFST Properties, MFST VN, BeOn</u></b></p> <p>Buyers that sign the Oath Insertion Order (IO), agree to Oath’s Standard Terms &amp; Conditions (Ts&amp;Cs). This is located on the Oath website at: <a href="https://www.oath.com/aol-advertising-standard-terms-and-conditions/">https://www.oath.com/aol-advertising-standard-terms-and-conditions/</a></p> <p>The Ts&amp;Cs page on the Oath UK website also has links to the Oath - AOL Brand Safety Policy, Publisher Ts&amp;Cs, and the Platform Ts&amp;Cs</p> <p>Oath also have some advertisers who use their own IOs and separate Ts&amp;Cs.</p> <p><b><u>One by Aol: Video</u></b></p> <p>Self-Serve platform users sign a platform agreement and agree to the platform Ts&amp;Cs via the main Ts&amp;Cs page above or at the following link <a href="http://advertising.aol.com/specs/terms/aol-international-additional-terms">http://advertising.aol.com/specs/terms/aol-international-additional-terms</a></p>

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	<p><b><u>Marketplace</u></b></p> <p>Oath’s vetted publishers agree to the Oath - AOL Advertising Publisher Ts&amp;Cs via the main Ts&amp;Cs page link above or via the following link <a href="https://www.oath.com/aol-advertising-publisher-terms-and-conditions/">https://www.oath.com/aol-advertising-publisher-terms-and-conditions/</a></p> <p><b><u>BeOn</u></b></p> <p>BeOn’s vetted publishers agree to the BeOn Publisher Ts&amp;Cs.</p> <p>Oath businesses also have signed third party agreements with Publishers, RTB Exchanges, SSPs and DSPs.</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> <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><b><u>AOL On, Ad.com, Display, AOL, Owned &amp; Operated , MFST Properties, MFST VN, BeOn</u></b></p> <p>The Oath IO specifies the targeting instructions.</p> <p>Buyers that do not use the Oath - AOL IO have their own IOs and Ts&amp;Cs which also make reference to targeting instructions.</p> <p>Buyers can select sites from an Appropriate Schedule, (whitelist) of Oath’s vetted and approved sites.</p> <p>Oath businesses will also run inappropriate schedules (blacklists) supplied by advertisers if requested.</p> <p><b><u>One by Aol: Video</u></b></p> <p>Self-Serve customers using Oath’s - AOL One: Video platform can also select from Oath’s whitelist and add sites to a blacklist.</p> <p><b><u>Marketplace</u></b></p> <p>The Marketplace Publisher Agreement confirms they will not accept any Publisher Website that contains inappropriate content e.g. hate speech, firearms, illegal activities, pornography and illegal file-sharing.</p>
<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>The Oath – AOL Brand Safety Policy states:</p> <p>“AOL will make reasonable endeavours to minimise the risk of ad misplacement on its properties and platforms.”</p> <p>Oath’s Brand Safety Policy is located on the Oath UK website at:</p> <p><a href="https://www.oath.com/2017/07/20/aol-brand-safety-policy/">https://www.oath.com/2017/07/20/aol-brand-safety-policy/</a></p> <p>Oath has advised their clients of the new location of the Brand Safety Policy by including a link in their emails.</p> <p>Oath’s IO also has a link to the Ts&amp;Cs page on the Oath website which also links to the Oath - AOL brand safety policy.</p> <p>BeOn also have a separate Flashlight – Brand Safety Policy which they share with clients via email.</p>

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<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>Oath explain the processes to minimise ad misplacement in their Brand Safety Policy.</p> <p><b><u>Site Vetting</u></b></p> <p>The Brand Safety policy states:</p> <p>“AOL manually vets all 3rd party websites before acceptance to our platforms to ensure that they only contain appropriate content for our advertisers. The same vetting process is carried out for websites accessed via our RTB exchange partners. Our ad server and filtering technologies prevent ads from being served to URLs which are not on our approved list. “</p> <p>“The below listed content categories are prohibited across AOL and 3rd party websites where adverts are served. Any sites identified across these content categories are blocked and added to a blacklist.</p> <ul style="list-style-type: none"> <li>• Adult</li> <li>• Offensive Language</li> <li>• Hate Speech</li> <li>• Illegal Downloads/Streaming</li> <li>• Drugs Rating”</li> </ul> <p><b><u>Appropriate &amp; Inappropriate Schedules</u></b></p> <p>Managed &amp; Self-Serve clients can select specific sites from Oath’s approved whitelist to run their campaigns against and also add their own blacklists.</p> <p><b><u>CV Tools</u></b></p> <p>AOL use in house and 3rd party tools to monitor where ads are delivered. For AOL Owned and Operated sites, contextual targeting can be used to exclude advertisers from unsafe content.</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>The Oath - AOL Brand Safety Policy states:</p> <p>“In the event that an ad appears on a website which a client deems inappropriate, clients should contact their Account Manager. The campaign can be paused whilst the relevant people investigate, on request from the client. All take down requests received within UK business hours (Monday-Thursday 9am-5.30pm, Friday 9am-5pm) will be actioned within one working day, or within the timescales specified in individual terms and conditions, with best endeavours for this to be done immediately. The contractual consequences of not taking down an advertisement in accordance with AOL’s take down policy are agreed with the buyer on a case by case basis.”</p> <p>“Self service clients using our platforms are able to pause the campaign or add sites to a blacklist, if required AOL can investigate and if found to contain inappropriate material the site will be removed from use.”</p>

## Verified by

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



Statement of verification  
provider:

We have reviewed Oath'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, Oath 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.