

UK Good Practice Principles certificate

DTSG UK BRAND SAFETY	JIC WEBS	VALID TO:
		AUGUST 2017



Company: OpenX Ltd
 1-3 Maple Place
 London W1T 4BB UK
 +1 626-466-1141 x 6049
<http://openx.com>

Business/Brands verified:	OpenX
Service provided:	Advertising Exchange, Supply Side Platform (SSP)
Month of verification:	August 2016

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.	Ad Exchange Terms & Conditions The Terms & Conditions cover the use of the OpenX Ad Exchange and addresses: <ul style="list-style-type: none"> • License to use Service; • Use of Data; • Compensation; • Ad Inventory Specifications; • Compliance; • Suspension and Termination; • Disclaimer; • Limitation of Liability; • Indemnity; • Confidentiality; • Non-Solicitation; • Miscellaneous. http://openx.com/legal/ad-exchange-terms-conditions/ OpenX demand and supply agreements contain similar terms.
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.	Demand Buyers Advertisers using the OpenX exchange by default are opted in to only receive audited and categorized inventory.

Good Practice Principles	Description of compliance with the Principles
<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>Additionally, advertisers may choose to employ the use of white lists of domains to bid on or, alternatively, black lists or block any domain they prefer not to bid on. The black/white list modifications take place in the buyer UI of the platform and are executed in real time. Identified undesired Ad Risk Entities (ARE's) are blocked from monetization on the OpenX exchange.</p> <p>OpenX contracts third parties for Brand Safety, including Integral Ad Science.</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>OpenX's supply policy, including Content Guidelines, Banned Categories and Restricted Categories (Brand Safety), is located on the OpenX website at: http://openx.com/legal/ad-exchange-supply-policies/</p> <p>OpenX has a link to the Terms and Conditions on the OpenX website, which also has a link to the Supply Policy, Demand Policy and Privacy Policy.</p> <p>The OpenX supply policy states, "OpenX uses commercially reasonable efforts to provide participating buyers and sellers with a safe, transparent, and fair marketplace."</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>All publishers (sellers) are required to adhere to the OpenX "Ad Exchange Supply Policy" criteria. All new publishers are audited to these criteria before they are added to the platform. The audit includes a review of: site description, site ownership, traffic information, privacy policy, refresh intervals, pop-up/pop-under ads (not accepted), content production and sourcing, users under age 13, block lists, and floor prices.</p> <p>http://openx.com/legal/ad-exchange-supply-policies/</p> <p>In addition, OpenX's proprietary Traffic Quality System (not certified to JICWEBS standards) reviews all requests in real time utilizing/analyzing IP Blacklists, IAB Bot List, User Volume, User Duration, and User Agent Anomaly.</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 OpenX Ad Exchange Supply Agreement, "With respect to ensuring compliance with the foregoing, please note that OpenX reserves the right to accept any site (as hereinafter defined) and may further decline or take down sites at its sole discretion if you breach or fail to abide by these guidelines. For the purposes of these guidelines, the term "site," as used herein, means a website or an app."</p> <p>According to the OpenX Ad Exchange Terms and Conditions, "OpenX may suspend use of the Service or terminate accounts at any time and for any reason or no reason. OpenX may also modify any aspect of the Service at any time without notice. Users may cease to use the Service at any time without notice to OpenX and users may terminate accounts at any time upon twenty four (24) hour written notice to OpenX."</p> <p>http://openx.com/legal/ad-exchange-terms-conditions/</p>

Good Practice Principles	Description of compliance with the Principles
	<p>Demand violations</p> <p>At OpenX's sole discretion, OpenX may assess a surcharge for any violation of the demand policies and/or immediately terminate access to the Ad Exchange (in addition to any other legal or contractual remedies).</p> <p>http://openx.com/legal/ad-exchange-demand-policies/</p>

Verified by

Company:

BPA Worldwide
6-8 Bonhill Street
London EC2A 4BX
United Kingdom



Statement of verification
provider:

We have reviewed **OpenX's** 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, **OpenX** 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.