

UK Good Practice Principles certificate

DTSG UK BRAND SAFETY	JIC WEBS	VALID TO:
		AUGUST 2018



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Business/Brands verified:	OpenX
Service provided:	Advertising Exchange, Supply Side Platform (SSP)
Month of verification:	July 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.	Ad Exchange Terms & Conditions The Terms & Conditions cover the use of the OpenX Ad Exchange and addresses: <ul style="list-style-type: none"> • Service; • Use of Data; • Compensation; • Ad Inventory Specifications; • Compliance; • Suspension and Termination; • Disclaimer; • Limitation of Liability; • Indemnity; • Confidentiality; • Non-Solicitation; • Miscellaneous. https://www.openx.com/legal/ad-exchange-terms-and-conditions/ OpenX demand and supply agreements contain similar terms.

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> <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>Demand - Buyers</p> <p>All advertisers and demand partners must adhere to the OpenX Ad Exchange Demand Policies, which address: prohibited creatives and related content, preapproval required, other restricted creatives and related content, prohibited profiling and violations.</p> <p>http://openx.com/legal/ad-exchange-demand-policies/</p> <p>The OpenX Traffic Quality team reviews all direct ads eligible for the exchange. Demand Side Partners are responsible for their own ad quality. OpenX contracts third parties for Brand Safety and Viewability, including Integral Ad Science.</p> <p>All ads on the OpenX Ad Exchange are periodically scanned by third party malware prevention services.</p> <p>OpenX also vets all Demand Side Partners to ensure they have adequate ad quality and malware controls in place.</p> <p>Supply – Sellers</p> <p>All publishers are required to adhere to the OpenX “Ad Exchange Supply Policies” criteria, which address: minimum content requirements, banned categories, restricted categories, slideshows, implementation guidelines, audience and site ownership.</p> <p>http://openx.com/legal/ad-exchange-supply-policies/</p> <p>All new publishers are audited to this 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>In addition, OpenX’s proprietary Traffic Quality System reviews all requests in real time utilizing/analyzing IP Blacklists, IAB Bot List, User Volume, User Duration, and User Agent Anomaly.</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>All publishers (sellers) are required to adhere to the OpenX “Ad Exchange Supply Policies” criteria. All new publishers are audited to this 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>In addition, OpenX’s proprietary Traffic Quality System reviews all requests in real time utilizing/analyzing IP Blacklists, IAB Bot List, User Volume, User Duration, and User Agent Anomaly.</p> <p>http://openx.com/legal/ad-exchange-supply-policies/</p>

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<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 Policies” 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>In addition, OpenX’s proprietary Traffic Quality System reviews all requests in real time utilizing/analyzing IP Blacklists, IAB Bot List, User Volume, User Duration, and User Agent Anomaly.</p> <p>http://openx.com/legal/ad-exchange-supply-policies/</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 Policies, “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>http://openx.com/legal/ad-exchange-supply-policies/</p> <p>According to the OpenX Ad Exchange Terms and Conditions, “OpenX may suspend your use of the Service or terminate your 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. You may cease to use the Service at any time without notice to OpenX and you 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> <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
 Work.Life
 20 Jerusalem Passage
 London EC1 4JP
 United Kingdom
 www.bpaww.com



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.