

# UK Good Practice Principles certificate



Company: PERFORM Group  
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Business/Brands verified:	Perform Group
Service provided:	Media Owner, Sales House
Month of verification:	May 2016

## 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>PERFORM Group have agreements with both buyers and sellers which are either signed or authorised online.</p> <p>Buyers signing Perform Group Insertion Orders (IO's) also agree to their Advertiser Terms and Conditions (T's &amp; C's).</p> <p>Other buyer agreements reference individual buyer Terms and Conditions</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> <ul style="list-style-type: none"> <li>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</li> <li>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</li> </ul>	<p>Agreements are made before advertising is delivered containing details of where advertising should or should not appear. An appropriate schedule of specific approved sites is used (whitelist).</p> <p>The PERFORM Group Brand Safety Policy contains a blacklist policy based on generic categories of inappropriate content.</p>

Good Practice Principles	Description of compliance with the Principles
<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>PERFORM Group’s Brand Safety Policy states: "PERFORM Group is committed to providing outstanding customer service and brand safety for our clients and publisher partners. We aim to provide complete transparency over how brands appear around site content and to adhere to brand and category block lists to minimise the risk of ad misplacement."</p> <p>The brand safety policy is located on PERFORM Group's website: <a href="http://www.performgroup.com/wp-content/uploads/2016/05/Brand-Safety-Page.pdf">http://www.performgroup.com/wp-content/uploads/2016/05/Brand-Safety-Page.pdf</a></p>
<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>PERFORM Group explain the processes that form their reasonable endeavours on their brand safety policy: "We will run our own sold campaigns across our network of brand safe premium sites in conjunction with campaigns delivered via leading Real Time Bidding providers from both the open and Private Marketplaces. For all direct campaigns we work from both white and [where applicable] black lists as specified by the buyer. PERFORM Group internal blacklist policy criteria (see below) and any blacklist or whitelist requested by the publisher will be processed into any 3rd party systems that we work with. When requested, we will remove advertising from any site upon instructions from the publisher or their agency." "PERFORM Group operates a blacklist policy based on generic categories including but not limited to the following:</p> <ul style="list-style-type: none"> <li>• Hate speech</li> <li>• Offensive language</li> <li>• Violence</li> <li>• Illegal drugs</li> <li>• Illegal downloads</li> <li>• Adware/Malware</li> <li>• Adult/Pornography</li> </ul> <p>Campaigns are also monitored in their live environment to ensure that controls are working effectively.</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>PERFORM Group’s take down policy is located within their brand safety policy and states: "In the event of an advertisement appearing on a website, Mobile App or Mobile site that the client deems inappropriate or unsuitable, PERFORM Group will make every effort to take down the advertisement as soon as possible." The take down policy also states: "The contractual consequences of not taking reasonable steps to remove an ad from a publication on written request are evaluated and agreed with the buyer on a case by case basis."</p>

## Verified by

Company: ABC Ltd  
Saxon House,  
211 High Street,  
Berkhamsted,  
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Statement of verification  
provider:

We have reviewed PERFORM Group'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, PERFORM Group 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.