

UK Good Practice Principles certificate



RADIUMONE™

Company: RadiumOne
 20 Garrick Street
 London
 WC2E 9BT
<https://radiumone.com/>

Business/Brands verified:	RadiumOne
Service provided:	Demand Side Platform (DSP)
Month of verification:	April 2016

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>Buyers that sign RadiumOne’s Insertion Orders (IO’s) also agree to their Advertiser Terms and Conditions (T’s & C’s) which are included in the IO.</p> <p>The Radium One IO’s also includes a link to RadiumOne’s brand safety policy.</p> <p>The exception to the above is a number of buyers whose agreements reference the individual buyer's Terms and Conditions which govern their digital display advertising transactions.</p> <p>RadiumOne also has agreements with Exchanges and Sales Side Platforms.</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 agreements are made before ads are delivered and contain details of where ads should not appear.</p> <p>Buyers can select sites to run their campaigns against from RadiumOne’s global appropriate schedule (whitelist).</p> <p>RadiumOne run a global inappropriate schedule (blacklist) on all campaigns and will also implement blacklists supplied by buyers when requested</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>RadiumOne confirms that reasonable endeavours will be applied with a statement on their brand safety process page: “RadiumOne will apply reasonable endeavours to minimise the risk of ad misplacement”</p> <p>RadiumOne’s brand safety policy can be found here: https://radiumone.com/ukbrandsafetypolicy/</p> <p>RadiumOne have reminded all their clients about their brand safety policies and a link to the updated page has been provided for them to view.</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>RadiumOne explain the processes that form their reasonable endeavours on their brand safety policy: “RadiumOne deems sites and content to be inappropriate based on (but not limited to) the following default exclusion* criteria:</p> <ul style="list-style-type: none"> • Adult Content • Violence • Hate and Racism • Illegal Drugs • Malicious Websites • Weapons <p>“RadiumOne utilises one or more ABC audited Content Verification...plus manual lookups and audits. The same process for the creation of domain lists** is repeated with each separate technology provider”</p> <p>RadiumOne implements a Global Blacklist across all campaigns and update this regularly. In addition, buyers can also implement their own blacklists or whitelists.</p> <p>RadiumOne also use vCE validation by comScore CV tool, (certified to JICWEBS standards), as a pre-bid blocking solution across campaigns. They can also use Ad Safe Firewall by Integral Ad Sciences CV tool (certified to JICWEBS standards) as a pre-bid blocking tool on campaigns.</p> <p>Campaigns are also monitored in their live environment and reports are run regularly to ensure that controls are working effectively in the pre-bid phase.</p>

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<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>RadiumOne’s take down policy is within their brand safety policy and states:</p> <p>“In the event of an advertisement appearing in an environment that the client deems inappropriate or unsuitable, we will work with the client to take the appropriate steps to remove this ad from the website as soon as possible. The environment or site domain will be added to our blacklist where appropriate, and will automatically be excluded for any and all future campaigns for that client”</p> <p>The takedown policy also states:</p> <p>“The contractual consequences of not taking down an ad in accordance with our Takedown Policy are evaluated on a case by case basis in agreement with the buyer. Contractual elements to this policy are specific to the terms agreed”</p>

Verified by

Company: ABC Ltd
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 211 High Street,
 Berkhamsted,
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 HP4 1AD



<p>Statement of verification provider:</p>	<p>We have reviewed RadiumOne’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.</p> <p>In our opinion, at the time of our review, RadiumOne had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.</p>
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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.