

UK Good Practice Principles certificate



RADIUMONE™

Company: RadiumOne
 20 Garrick Street
 London
 WC2E 9BT
<http://www.performgroup.com/>

Business/Brands verified:	RadiumOne
Service provided:	Demand Side Platform (DSP)
Month of verification:	May 2017

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>Digital display advertising transactions are governed by RadiumOne Insertion Orders referencing RadiumOne’s standard Terms and Conditions.</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>RadiumOne insertion orders contains a statement that the IO is subject to Radium One’s Terms and Conditions and also contains a link to their Brand Safety Policy, which contains details of inappropriate content where advertising should not appear.</p> <p>RadiumOne has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.</p> <p>RadiumOne has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide RadiumOne with their own blacklist to run against their campaigns.</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 the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states: “RadiumOne will apply reasonable endeavours to minimise the risk of ad misplacement” It then subsequently describes the methods used as reasonable endeavours such as appropriate/inappropriate schedules, ad verification processes, and domain lists.</p> <p>The Brand Safety Policy is located at the following link https://radiumone.com/ukbrandsafetypolicy/</p> <p>A link to the Brand Safety Policy is also included on RadiumOne’s insertion orders.</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’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“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. Content Verification tools are used initially to procure domain lists from all delivery activity. These domain categorisations are then used to populate the Domain lists.</p> <p>Configuration and Use of Tools</p> <ul style="list-style-type: none"> • Default exclusions are applied regardless of schedule • Reporting is used to track and highlight all domains that appear in pre-defined exclusion content categories. • Content outside of default exclusion criteria is blocked at discretion, sensitivity of advertiser or determined by appropriate or inappropriate schedules (e.g. Un-moderated Content, Gambling) • New domains outside of the whitelist and blacklist are added to respective lists. • Weekly spot checks on vCE reporting is used to manage sites that could potentially change content type (these are blocked and flagged). <p>“A global blacklist of all top level domains that have been flagged as inappropriate against our default CV blocks are applied as un-biddable URL’s in our system to all campaigns.”</p> <p>Radium One can use vCE validation by comScore CV tool (certified to JICWEBS standards), as a pre-bid blocking solution. Radium One can also use Ad Safe Firewall by Integral Ad Science CV tool (certified to JICWEBS standards) as a pre-bid blocking tool.</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 included in their Brand Safety Policy on their website 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

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<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.