

UK Good Practice Principles certificate

<p>DTSG UK BRAND SAFETY</p>	<p>JICWEBS</p>	<p>VALID TO:  <small>ePrivacy</small> SEPTEMBER 2018</p>
	<p>SEPTEMBER 2018</p>	



Company: Rocket Fuel Ltd.
 34 Bow Street
 London, England
 WC2E 7AU
<https://rocketfuel.com/>

Business/Brands verified:	Rocket Fuel
Service provided:	Demand Side Platform (DSP)
Month of verification:	August/September 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>Included in Standard Terms & Conditions, including agency rules, within an agreed contract. The T&Cs cover the substantive points regarding the methods for minimising 'ad misplacement'.</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> <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>CV tool (A): DoubleVerify (certified to the JICWEBS standards)</p> <ul style="list-style-type: none"> • Configuration of CV tool: can be configured as to several different criteria • Business implementation: Options for adjustment of placements do exist • Monitoring and reporting: Detailed campaign reporting available • Consequences of dysfunction/ misuse: Own internal policies are used to describe the processes in case of malfunctions
<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>Rocket Fuel uses a combination of techniques to verify content and deal with ad misplacement. These techniques can be summarized as followed:</p> <ul style="list-style-type: none"> - built-in brand safety filters and controls - Inventory tags like black lists, white lists, network level brand safety block list, network level suspicious activity block list, network level keyword block list - Inventory quality model

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	<ul style="list-style-type: none"> - Network level IP black list - no bid on cookie-less (new) users (with exception on AdX, whose brand safety filters are considered strong enough by Rocket Fuel to allow them to bid on a percentage of new users they see) - sites with high levels of drop off excluded - additional restrictions (like controls serving to required location, organization, language, age, gender, device etc.)
4 Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.	<p>The existing processes are explained in detail to ePrivacy. They can be summarized as followed:</p> <p>Personnel trained, sharing of experience, market-specific reports, auditing of the reports for accuracy, inventory quality block lists and bot block-lists, general guidelines, brand safety shield, which can be considered as an internal CV tool, and transparency including site, financial, real-time dashboards.</p> <p>Besides, Rocket Fuel has got an inventory quality team as well as a dedicated brand assurance officer whose only focus is on monitoring the above processes and systems, making decisions on policy, offering guidance to clients and continuously analyzing and improving Rocket Fuel's Brand Safety Shield, which can be considered as an internal CV tool.</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>Included in Standard Terms & Conditions used, which contain</p> <ul style="list-style-type: none"> - take down policy - adjustments of blacklists and whitelists in agreement with buyer and seller

Verified by

Company: ePrivacy GmbH
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 Germany
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Statement of verification provider:

Experts from ePrivacy have reviewed the material, documentation and responses on the JICWEBS DTSG Brand Safety criteria, which were evaluated. The enquiries have been designed to substantiate the material, documentation and responses and independently confirm that the brand safety policies stated are designed to fulfil the JICWEBS DTSG Brand Safety criteria, are operationally in place and well documented where required. In our opinion, the implementation of JICWEBS DTSG Brand Safety criteria are fairly implemented and reflect the required brand safety criteria.

ePrivacy did not test the compliance with the processes and procedures in practice.

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.