

# UK Good Practice Principles certificate



Company: Scoota  
 Union House  
 182-194 Union Street  
 London  
 SE1 0LH  
<http://scoota.com/home/>

Business/Brands verified:	Scoota (Managed Service Only)
Service provided:	Demand Side Platform (DSP)
Month of verification:	November 2017

## 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>Digital advertising transactions are governed by Scoota insertion orders, referencing Scoota’s Advertiser Terms and Conditions.</p> <p>Scoota’s Advertiser Terms and Conditions are available to view here:  <a href="http://scoota.com/advertiser-tcs/">http://scoota.com/advertiser-tcs/</a></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 advertising transactions.</p> <p>Scoota also has signed agreements with individual Publishers and SSP’s. Where there are direct agreements with publishers, the publisher agrees to the Scoota Publisher Terms and Conditions</p> <p>Scoota’s Publisher Terms and Conditions are available to view here:  <a href="http://scoota.com/terms-conditions/">http://scoota.com/terms-conditions/</a></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>Scoota and buyers insertion orders contain targeting instructions of where advertising should (or should not) appear.</p> <p>Scoota has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.</p>

Good Practice Principles	Description of compliance with the Principles
<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>Scoota has a keyword blacklist which is run across all campaigns.</p> <p>Buyers can also provide Scoota with their own blacklist to run against their campaigns.</p>
<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>Scoota confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“Scoota takes the issue of brand safety extremely seriously. We have worked continuously over the years to ensure that the creative formats we deliver provide end users with the best possible experience, while ensuring that the environment in which the creative appears is suitable to the intent and profile of the advertising brand.”</p> <p>The Brand Safety Policy is located at the following link:  <a href="http://scoota.com/brand-safety-policy/">http://scoota.com/brand-safety-policy/</a></p> <p>The Brand Safety Policy (or a link to) is also included within the email signature of Scoota employees.</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>Scoota’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>Scoota use Grapeshot’s (A non-JICWEBS Certified CV Tool) Keyword blacklist on all campaigns, which includes a set of keywords with the intention to block the following types of site:</p> <ul style="list-style-type: none"> <li>• Adult</li> <li>• Arms</li> <li>• Crime</li> <li>• Death/injury</li> <li>• Download</li> <li>• Drugs</li> <li>• Hate Speech</li> <li>• Military</li> <li>• Obscenity</li> <li>• Terrorism</li> <li>• Tobacco</li> </ul> <p>All of Scoota’s campaigns are run on a whitelist of sites which are checked to ensure they support the proper functionality of the ad creative.</p> <p>Scoota can also run client specific appropriate or inappropriate schedules.</p> <p>Scoota also carry out monitoring on a sample basis via Integral AdScience’s monitoring tool (Non-JICWEBS Certified) to check that ads were placed in a brand safe environment.</p>

Good Practice Principles	Description of compliance with the Principles
<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>Scoota's takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>"...if you think you've seen a Scoota creative served into an undesirable environment, or someone has alerted you to that fact, please contact us at info@scoota.com. It would be extremely helpful if you could provide us with as much detail as possible, including the domain or full web address of the site in question, the date and time that it happened, and the local time zone of the user.</p> <p>Our campaign operations team will investigate within an hour of the message being received during standard UK office hours and, if the ad tag has been served via our own platform, pause the affected activity while we undergo a full analysis of the delivery of that creative, adding the domain or page in question to our blacklist and taking any further remedial action necessary to ensure the problem is not repeated."</p> <p>The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on either the Insertion Order or on a case by case basis with the buyer.</p>

**Verified by**

Company: ABC Ltd  
Saxon House,  
211 High Street,  
Berkhamsted,  
Hertfordshire.  
HP4 1AD



<p>Statement of verification provider:</p>	<p>We have reviewed Scoota'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, Scoota had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.</p>
--	---

## 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.