

UK Good Practice Principles certificate



Company: Specific Media
 16 Dufour's Place
 4th Floor
 London
 W1F 7SP
<http://specificmedia.co.uk/>

Business/Brands verified:	Specific Media UK
Service provided:	Advertising Network, 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>Specific Media enters into contracts with all users of its technology platform (both buyers and sellers).</p> <p>Buyers that use Specific Media Insertion Orders, (IO's), agree to their Advertiser terms and conditions which is accessed via a link on their IO. http://specificmedia.co.uk/advertiser-terms-conditions</p> <p>The Specific Media IO also has a link to their Brand Safety Policy.</p> <p>The exception to the above is a small number of buyers whose IO's reference the individual buyer's Terms and Conditions which govern their digital display advertising transactions.</p> <p>Sellers sign and agree to Specific Media's Publisher Agreement. http://specificmedia.co.uk/publisher-terms-conditions/</p> <p>Specific Media also have signed agreements with Real Time Bidding (RTB) exchanges, SSP's and DSP's.</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>Buyers' Insertion Orders contain intentions to where an ad should or should not appear.</p> <p>Specific Media buyers can select sites from their vetted whitelist (appropriate schedule) to run against their campaigns.</p> <p>Specific Media have a global blacklist, (inappropriate schedule), which is run on all campaigns and will also apply blacklists supplied by clients when requested.</p>

Good Practice Principles	Description of compliance with the Principles
<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>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>Specific Media's Brand Safety Policy States:</p> <p>"Specific Media will make commercially reasonable endeavours to minimise the risk of ad misplacement in line with the DTSG Good Practice Principles."</p> <p>The Brand Safety also explains the specific provisions used to minimise the risk of ad misplacement.</p> <p>A link to the Brand Safety Policy is contained within Specific Media's Insertion Orders and on all Specific Media's email signatures.</p> <p>http://specificmedia.co.uk/products/brand-safety/dtsg-brand-safety-policy/</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>Specific Media use a combination of Appropriate and Inappropriate schedules within their platform.</p> <p>The Specific Media Brand Safety Policy states:</p> <p>"Specific Media's Media Buying team manually vet all sites before being added as a Publisher. Any site deemed to have inappropriate content is barred from the Specific Media network and are added to our Black List of sites"</p> <p>Sites deemed inappropriate are:</p> <p>Adult, Alcohol, Adware/Malware, Hate Speech, Illegal Downloads / Content, Illegal Drugs, Offensive Language and Violence.</p> <p>The inappropriate schedule is run on all campaigns.</p> <p>The buyer may also specify additional domains they would not like their ad to appear on, which is agreed prior to the delivery of the campaign.</p> <p>Specific media can also run Integral Ad Science's Firewall CV tool approved to JICWEBS standards upon request.</p>
<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>Specific Media's Brand Safety Policy states:</p> <p>"In the event an Advert is placed in violation of our Terms & Conditions, Specific Media will use commercially reasonable efforts to remove the Advert within 48 hours of written notification.</p> <p>Where Specific Media has bespoke Terms and Conditions with a buyer Specific Media will use commercially reasonable efforts to remove the Advert within the given time."</p> <p>The Brand Safety Policy also states:</p> <p>"Any contractual consequences resulting from ad misplacement will be defined by the Terms and Conditions accepted within the IO."</p>

Verified by

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



Statement of verification
provider:

We have reviewed Specific Media UK'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, Specific Media UK 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.