

UK Good Practice Principles certificate



SPOTX

Company: SpotX
 48 Warwick Street
 London
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<https://www.spotxchange.com/>

Business/Brands verified:	SpotX
Service provided:	Supply Side Platform (SSP)
Month of verification:	January 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>Managed accounts are governed by SpotX Insertion Orders (IOs) referencing SpotX's standard Terms and Conditions (T's & C's).</p> <p>SpotX T's & C's are included in all of their self-serve programmatic agreements and a link to the brand safety process page is also provided.</p> <p>All publishers that work directly with SpotX sign SpotX' T's & C's through publisher agreements.</p> <p>SpotX also have some advertisers who use their own IOs and separate T's & C'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>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>SpotX IOs contain intentions and/or targeting instructions of where advertising should (or should not) appear and are agreed before any ads can be delivered.</p> <p>SpotX has a global inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide SpotX with their own blacklist to run against their campaigns.</p> <p>SpotX uses the JICWEBS standard certified CV tool DoubleVerify: Real Time Ad Blocking solution in pre-bid blocking/firewall mode on all 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>SpotX confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states: "Once publishers are integrated and live on the SpotX platform, they are regularly monitored by our internal brand safety team and by various third-party vendors. SpotX uses reasonable endeavours to minimize the risk of ad misplacement."</p> <p>SpotX's brand safety page can be found here: https://www.spotxchange.com/brand-safety-process/</p> <p>SpotX communicates the processes and procedures to minimise the risk of ad misplacement on their brand safety policy via their website which is accessible to all.</p> <p>Changes or updates to the Brand Safety Policy are communicated to all buyers via email.</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>SpotX's Brand Safety Policy explains the processes applied to minimise ad misplacement as follows: "Before publishers are integrated into the SpotX platform, they go through an extensive review by our internal brand safety team."</p> <p>This includes reviewing whether the publisher has any inappropriate content, such as adult or illegal content.</p> <p>SpotX implements a global blacklist on all campaigns which is updated on a daily basis. Buyers can also implement their own blacklists or whitelists as well.</p> <p>SpotX also uses DoubleVerify's Real Time Ad Blocking as a pre-bid blocking solution across all campaigns.</p> <p>The brand safety process page describes unacceptable inventory as "Inventory related to hate, nudity, graphic content, violence or illegal content..."</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>
<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>SpotX's takedown policy is included in their Brand Safety Policy on their website and states: "If a buyer feels that specific ad placements are in violation of their expectations, please notify SpotX right away. Within 24 hours SpotX will make commercially reasonable efforts to correct or take down the violation".</p> <p>In the event of a client's advertisement appearing in an environment they deem inappropriate, SpotX will make all reasonable efforts to remove the placement within 24 hours of written notification.</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
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Statement of verification provider:

We have reviewed SpotX'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, SpotX 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.