

UK Good Practice Principles certificate



Company: The Exchange Lab
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 London
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<http://theexchangelab.com>

Business/Brands verified:	The Exchange Lab
Service provided:	Agency Trading Desk (ATD)
Month of verification:	October 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>Buyers agree to The Exchange Lab Insertion Orders which reference the applicable Terms and Conditions for digital display advertising and the Exchange Lab's Brand Safety Policy. The Terms and Conditions and the Brand Safety Policy are available on their website at the following locations: http://www.theexchangelab.com/termsandconditions/ http://www.theexchangelab.com/specifications/brand-safety-policy/</p> <p>The Exchange Lab also works with buyers who raise their own Insertion Orders, to which the buyers' Terms and Conditions apply and are agreed.</p> <p>The email signature for staff at The Exchange Lab also contains a link to the Brand Safety Policy to enable ease of access for all buy side contacts</p> <p>The Exchange Lab has signed agreements with advertising exchanges.</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 Exchange Lab's Brand Safety Policy states that its "master blacklist" (inappropriate schedule) is used on every campaign and in conjunction with an independently certified (to JICWEBS standards) Content Verification Tool, Integral Ad Science's AdSafe Firewall.</p> <p>A link to the Brand Safety Policy is contained in item 1 above.</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> <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>In addition to specifying their own appropriate and inappropriate schedules, buyers may also opt to run campaigns on sites appearing on The Exchange Lab's "whitelist" (appropriate schedule) of vetted domains.</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>The Exchange Lab's Brand Safety Policy states:</p> <p><i>"The Exchange Lab is committed to providing the highest level of brand safety for advertisers. To achieve this and minimize the risk of ad misplacement, we have stringent internal policies that we adhere to for each and every campaign we run."</i></p> <p>A link to the Brand Safety Policy has been shared with The Exchange Lab's buyers. The policy is available on The Exchange Lab website here:</p> <p>http://theexchangelab.com/specifications/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>The Exchange Lab's Brand Safety Policy outlines the processes to minimise the risk of ad misplacement. In summary, these processes are as follows:</p> <ul style="list-style-type: none"> - The Exchange Lab's Blacklist is used on all campaigns and is updated regularly. - The Exchange Lab uses Integral Ad Science's Content Verification tools, including the AdSafe Firewall, across all campaigns. These tools are used pre-bid to determine whether or not to bid on an impression based on site scoring data. AdSafe Firewall is used post-bid to pass or block ads in real time depending on the appropriateness of the site content. - Categories of content deemed inappropriate include Adult Content, Malware/Adware, Alcohol, Violence, Offensive Language, Illegal Downloads, Hate and Racism Speech, Illegal Drugs, Bot Networks, Malicious Websites, Peer to Peer File Sharing, Weapons, Message Boards and Un-moderated Forums. - The Exchange Lab maintains lists of negative or inappropriate keywords which can be applied to campaigns to block pre-bid the serving of ads on sites where those words or combinations of words appear. - If required by its buyers, The Exchange Lab has an appropriate schedule of vetted domains, from which sites can be selected for targeting. <p>A link to the Brand Safety Policy is contained in item 1 above.</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>The Exchange Lab's Brand Safety Policy states:</p> <p><i>"The Exchange Lab uses a number of methods to ensure brand misplacement does not occur, but in the unfortunate event of an advertisement appearing on a site against content that is deemed inappropriate, The Exchange Lab will remove this advert within 2 hours of the initial alert. However best endeavors will be made for the removal to be immediate. We will investigate the matter fully internally and add the offending site to our master 'blacklist'.</i></p> <p><i>The contractual consequences of not taking down an advert in accordance with our Takedown policy are evaluated and agreed with the buyer on a case by case basis."</i></p> <p>A link to the Brand Safety Policy has been shared with The Exchange Lab's buyers. The policy is available on The Exchange Lab website here:</p> <p>http://theexchangelab.com/specifications/brand-safety-policy/</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 The Exchange Lab'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, The Exchange Lab 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.