

UK Good Practice Principles certificate

<p>DTSG UK BRAND SAFETY</p>	<p>JIC WEBS</p>	<p>VALID TO:  MAY 2017</p>
	<p>abc</p>	



Company: Tubemogul
53 Parker Street,
4th Floor,
London,
WC2B 5PT
<https://www.tubemogul.com/>

Business/Brands verified:	Tubemogul
Service provided:	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>TubeMogul have both Managed and Self Serve Accounts.</p> <p>Managed Accounts that use TubeMogul's Insertion Orders (IO's) agree to the Terms & conditions detailed in the IO and to their standard Terms of service.</p> <p>https://www.tubemogul.com/compliance/terms-of-service/</p> <p>The exception to the above are buyers, whose agreements reference the individual buyer's Terms and Conditions which govern their digital display advertising transactions.</p> <p>Self-Serve Accounts sign the TubeMogul Video Platform Agreement.</p> <p>TubeMogul also has signed agreements with Publishers, RTB Exchanges, and SSPs.</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>Buyers IO's specify targeting instructions as to where an ad should (or should not) appear.</p> <p>Buyers can select sites from TubeMogul's vetted and approved whitelist, (Appropriate Schedule) to run against their campaigns.</p> <p>TubeMogul have a global blacklist, (Inappropriate Schedule) which is run for all campaigns. They can also implement blacklists supplied by clients if requested.</p>

Good Practice Principles	Description of compliance with the Principles
<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>TubeMogul’s Brand Safety Policy confirms that they “...will apply reasonable endeavours to minimise the risk of ad misplacement.”</p> <p>TubeMogul have advised their clients by email that they have a Brand Safety Policy and a link to this is included on their platform agreement. Their Brand Safety Policy is located at: https://tubemogul1.box.com/s/g6klyoqzh0dzhuga1x9yir2nid9fei8</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>TubeMogul’s Brand Safety Policy explains the processes that form these specific provisions and reasonable endeavours as:</p> <p>“...the use of:</p> <ul style="list-style-type: none"> • Manual URL mapping of sites • Global black lists including adult and violence sites • Approved, custom whitelists with transparent URLs grouped by quality tier and IAB content category.” <p>The Brand Safety policy also confirms that Tubemogul can offer the optional use of Adsafes Firewall from Integral Ad Science and Double Verify, (Independently approved CV tools to JICWEBS standards) for pre-bid blocking of sensitive categories such as;</p> <p>Accidents, Adult, Alcohol, Drugs, Gambling, Health Issues, Illegal Content, Offensive Content, Terrorism, Tobacco, User Generated and Weapons.</p> <p>They also offer the use of peer 39 and Proxemic, (Non-JICWEBS certified tools), which also claim to allow pre-bid blocking of the categories above.</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>TubeMogul's Takedown Policy is included in their Brand Safety Policy and states:</p> <p>“Upon notification of takedown from a client, the site the ads are appearing on will be removed within 24 hours or less dependent upon client requirements.”</p> <p>“Self serve clients are able to pause, stop or remove sites and apps themselves, via the TubeMogul Play Time platform.”</p> <p>“The contractual consequences of not taking down an ad in accordance with TubeMogul’s takedown policy are evaluated and agreed with the Buyer on a case by case basis.”</p>

Verified by

Company:

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



Statement of verification
provider:

We have reviewed Tubemogul'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, Tubemogul 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.