

UK Good Practice Principles certificate



Undertone®

Company: Undertone
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 London
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<http://undertone.com/>

Business/Brands verified:	Undertone
Service provided:	Advertising Network
Month of verification:	December 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>Digital display and video advertising transactions are governed by Undertone’s Insertion orders (IO’s) referencing standard IAB terms and conditions overlaid with some of Undertone’s own terms and conditions.</p> <p>https://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf</p> <p>Programmatic campaigns are governed by MSAs with Undertone’s SSP.</p> <p>Undertone also has signed agreements with publishers, which reference Undertone terms and conditions.</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> <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>Undertone’s Media Plans agreed with the client contain intentions and/or targeting instructions of where advertising should (or should not) appear.</p> <p>Undertone operates a closed network of direct publishers (appropriate schedule or whitelist) from which buyers can select sites to run against their campaigns. These publishers are required to undertake detailed certification in order to run Undertone units.</p> <p>Undertone works directly with publishers, so that all inventory procured on behalf of clients can be accepted/rejected as required.</p>

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	<p>Undertone has an inappropriate schedule (blacklist) of known questionable ISP's which is run across all campaigns. Undertone also keeps a blacklist of individual domains which are either known or have been identified as providing traffic inconsistent with Undertone expectations.</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>Undertone confirms the specific provisions applied to minimise the risk of ad misplacement in their Publisher Terms and Conditions which can be found here: http://www.undertone.com/publisher-terms-conditions/</p> <p>This includes specific assurances around ad placements including:</p> <p>“Media Company represents and warrants that it shall not do, directly or indirectly, any of the following:</p> <p>(ii) Place Ads on any websites or applications other than the specific URL specified by Agency for such Ad, or place Ads intended for Sites on or within any other media (for example, and without limitation, emails) other than the Sites listed on the applicable IO”.</p> <p>Undertone also have a Brand Safety presentation that they communicate with clients.</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>Undertone explains the processes applied to minimise ad misplacement in their Publisher Terms and Conditions which can be found here: http://www.undertone.com/publisher-terms-conditions/</p> <p>This includes specific assurances around ad placements including:</p> <p>“Media Company represents and warrants that it shall not do, directly or indirectly, any of the following:</p> <p>(ii) Place Ads on any websites or applications other than the specific URL specified by Agency for such Ad, or place Ads intended for Sites on or within any other media (for example, and without limitation, emails) other than the Sites listed on the applicable IO.</p> <p>Undertone also have a Brand Safety and Measurement presentation that they communicate with clients. This explains their Brand Safety processes such as:</p> <ul style="list-style-type: none"> • Manual vetting using a Scorecard evaluation of potential publisher domains prior to adding them to the whitelist • Technical vetting of all potential publisher domains to ensure compatibility with Undertone formats • Use of a variety of CV tools including Peer39 (non JICWEBS certified) • Blocking of undesirable content categories • Whitelists • Blacklists

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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>Undertone’s takedown policy is included on their website http://undertone.com/ad-takedown-policy/ and states:</p> <p>“If Undertone receives a written or oral notification that a brand safety breach has occurred, we will promptly remove the ad.”</p> <p>“The contractual consequences of any breach will be evaluated on a case by case basis in accordance with contractual elements of specific insertion order (IO) language.”</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 Undertone’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, Undertone 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.