

# UK Good Practice Principles certificate



Company: Valassis Digital  
 Gilmoora House  
 57 – 61 Mortimer Street  
 London  
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<https://www.valassisdigital.com/uk/>

Business/Brands verified:	Valassis Digital
Service provided:	Demand Side Platform (DSP)
Month of verification:	March 2018

## Findings

Good Practice Principles	Description of compliance with the Principles
<p><b>1</b> 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>Valassis Digital use insertion orders (IOs) which have a link to the AAAA/IABStandard Terms &amp; Conditions V 3.0.</p> <p>The Standard Terms are available via:  <a href="https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf">https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf</a></p> <p>The Valassis Digital IO also contains a link to their Brand Safety Policy.</p> <p>The exception to the above is buyers, whose IOs reference the individual buyer's Terms and Conditions which govern their digital display advertising transactions.</p> <p>Valassis Digital also have signed agreements with exchanges.</p>
<p><b>2</b> 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>The Valassis Digital IO contains a link to their Brand Safety Policy.</p> <p>The Brand Safety Policy contain details of the global exclusion list of sites deemed inappropriate for advertisers. This inappropriate list is applied to all campaigns.</p> <p>Valassis Digital will also apply inappropriate schedules, (blacklists) and/or appropriate schedules (whitelists), provided by their buyers if requested at Valassis Digital's discretion.</p>

Good Practice Principles	Description of compliance with the Principles
<b>B.</b> Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).	
<b>3</b> 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>Valassis Digital confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states: "We will apply reasonable endeavours to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly" and confirms the specific provisions applied.</p> <p>The Brand Safety Policy is located at the following link <a href="https://www.valassisdigital.com/uk/brand-safety-policy/">https://www.valassisdigital.com/uk/brand-safety-policy/</a></p>
<b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.	<p>Valassis Digital’s Brand safety policy explains the processes for reasonable endeavours as follows:</p> <p>Valassis Digital maintains and applies to all campaigns a global exclusion list of sites deemed inappropriate for advertisers, including sites with content labelled adult, offensive, violence, malware, or illegal download.</p> <p>This regularly updated global exclusion list comprises inappropriate site lists from sources including Integral Ad Science and clients’ own blacklists. Additionally, Valassis Digital’s proprietary technology (non-JICWEBS certified) claims to identify URLs containing content considered inappropriate for advertisers. These URLs are then added to Valassis Digital’s global exclusion list.</p>
<b>5</b> 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>Valassis Digital’s Takedown policy is detailed within the Brand Safety Policy.</p> <p>The policy states:</p> <p>“In the event that an ad appears on a site or page that a client deems inappropriate, Valassis Digital’s policy is to pause the campaign within three business hours upon receiving notification from the client and investigate the concern. Upon concluding the investigation, Valassis Digital will resume the campaign, adding to the exclusion list any sites that are of concern to the client. Upon request, those sites will be added to an exclusion list to be used for all future campaigns for that client.”</p> <p>The contractual consequences of not taking down an ad in accordance with Valassis Digital’s Takedown policy are subject to the terms of each individual Insertion Order negotiated with each Buyer.</p>

## Verified by

Company: ABC Ltd  
Saxon House,  
211 High Street,  
Berkhamsted,  
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Statement of verification  
provider:

We have reviewed Valassis Digital'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, Valassis Digital 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.