

# UK Good Practice Principles certificate

<b>DTSG</b> <b>UK BRAND SAFETY</b>	<b>JIC WEBS</b>	VALID TO:  JULY 2018



Company: Venatus Media  
 29-31 Saffron Hill  
 London  
 EC1N 8SW  
<https://www.venatusmedia.com/>

Business/Brands verified:	Venatus Media
Service provided:	Sales House
Month of verification:	June 2017

## 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>Digital display advertising transactions are governed by either Venatus Media insertion orders or buyers own insertion orders.</p> <p>Venatus Media’s insertion orders reference their standard terms and conditions which are available to view here: <a href="https://www.venatusmedia.com/terms-conditions/">https://www.venatusmedia.com/terms-conditions/</a></p> <p>Buyer’s own insertion orders also reference applicable Terms and Conditions for digital display advertising. Venatus additionally have agreements with SSPs and Exchanges which reference applicable Terms and Conditions.</p> <p>Venatus Media also has signed primary agreements with publishers.</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> <ul style="list-style-type: none"> <li>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</li> <li>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</li> </ul>	<p>Venatus Media and Buyers insertion orders contain intentions and targeting instructions of where advertising should (or should not) appear.</p> <p>Venatus Media has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.</p> <p>Venatus Media has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide Venatus Media with their own blacklist to run against their campaigns.</p>

Good Practice Principles	Description of compliance with the Principles
<p><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>	<p>Venatus Media confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“Venatus is committed to protecting its advertisers from inappropriate sites and advertising fraud.</p> <p>Venatus has a clearly defined set of procedures concerning transparency, brand safety and user privacy.”</p> <p>The Brand Safety Policy is located at the following link:  <a href="https://www.venatusmedia.com/brand-safety/">https://www.venatusmedia.com/brand-safety/</a></p> <p>A link to the Brand Safety Policy is also included on Venatus Media’s insertion orders.</p> <p>Venatus Media communicates the processes and procedures to minimise the risk of ad misplacement via their brand safety policy by either their insertion orders or email which contains a link to its location.</p>
<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>	<p>Venatus Media’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <ol style="list-style-type: none"> <li>1. All publisher partners must agree to Venatus Media’s Publisher Terms &amp; Conditions.</li> <li>2. All publisher partners must pass a human audit process.</li> <li>3. No publishers website or app may contain content that is deemed as:                             <ul style="list-style-type: none"> <li>o Containing hate speech</li> <li>o Promotion or sale of drugs, tobacco, or fire arms</li> <li>o Illegal filesharing, downloads, streaming or hacking</li> <li>o Adult content</li> </ul> </li> <li>4. All campaigns are specifically targeted to a whitelist if agreed with the buyer.</li> <li>5. No campaigns will serve against any blacklist if provided to Venatus from an advertiser.</li> </ol>
<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>	<p>Venatus Media's takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“Venatus is committed to rapidly resolving any ad misplacement.</p> <p>Should an advertiser appear against content they deem inappropriate then Venatus shall endeavour to remove the advert within 2 hours. Please send an email to <a href="mailto:takedown@venatusmedia.com">takedown@venatusmedia.com</a> including a screengrab and, ideally, a copy of the HTTP headers.</p> <p>Contractual consequences of not removing an ad are limited to the value of the IO.”</p>

## Verified by

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



Statement of verification provider:

We have reviewed Venatus’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, Venatus 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.