

# UK Good Practice Principles certificate



Company: Vibrant Media  
 140 Aldersgate Street  
 London  
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 www.vibrantmedia.com

Business/Brands verified:	Vibrant Media UK
Service provided:	Advertising Network
Month of verification:	March 2016

## 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>Vibrant’s buyers have agreed Insertion Orders which reference applicable Terms and Conditions for digital display advertising.</p> <p>Vibrant’s own Insertion Orders reference the Standard IAB Terms and Conditions which are available here:  <a href="http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf">www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf</a></p> <p>Vibrant also has signed agreements with individual Publishers and advertising 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> <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>Vibrant only uses an appropriate schedule of vetted publishers on its advertising network. Within this network, buyers specify targeting instructions on Insertion Orders, via appropriate and inappropriate schedules.</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>Vibrant’s Brand Safety Policy confirms the specific provisions applied to minimise the risk of ad misplacement and states:            “At Vibrant we believe that brand safety is core to the success of our business, and understand the importance of delivering your campaigns in a safe environment.”</p> <p>The Brand Safety Policy is located on Vibrant’s website here:  <a href="https://www.vibrantmedia.com/wp-content/uploads/2015/04/Vibrant-Brand-Safety-2015.pdf">https://www.vibrantmedia.com/wp-content/uploads/2015/04/Vibrant-Brand-Safety-2015.pdf</a></p> <p>A link to the Brand Safety Policy has been shared with Vibrant’s buyers.</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>Vibrant’s Brand Safety Policy outlines the processes to minimise the risk of ad misplacement. In summary, these processes are as follows:</p> <p>Vibrant has carried out site vetting on all publishers within their network.</p> <p>Vibrant’s own proprietary CV Technology, SafeServe (non-JICWEBS certified), is run on all campaigns with the intention of blocking the serving of ads post-bid based on scanning for keywords and combinations of keywords.</p> <p>Vibrant has the capability to implement other CV tools on client request.</p> <p>Vibrant runs a global blacklist that contains negative words, which serves to minimise the risk of ads being served on sites where those words appear.</p> <p>All Publishers must adhere to the Vibrant Publisher Guidelines which can be found here on the Vibrant website:  <a href="http://www.vibrantmedia.com/en/your-needs/publisher/">http://www.vibrantmedia.com/en/your-needs/publisher/</a></p> <p>The Publisher Guidelines state that “Vibrant will not work with websites that contain, promote or link directly to certain types of content. “</p> <p>The stated types of content include pornography, adult-oriented content, illegal drugs, excessive vulgar, profane or obscene language, gambling, weapons or ammunition and any other illegal content.</p>
<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>Vibrant’s Brand Safety Policy states: "Vibrant will make commercially reasonable efforts to correct any ads that are in violation of the Editorial Adjacency Guidelines outlined by the IAB, within 24 hours."</p> <p>Where there are agreements with buyers that differ to Vibrant’s take down policy, Vibrant will adhere to the time frame set out in the agreements.</p> <p>The contractual consequences of not taking down an ad in accordance with Vibrant’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,  
Hertfordshire.  
HP4 1AD



Statement of verification  
provider:

We have reviewed Vibrant Media'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, Vibrant Media 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.