

UK Good Practice Principles certificate



Company: Videology
 Noah's Yard
 10 York Way
 London
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<http://www.videologygroup.com/>

Business/Brands verified:	Videology
Service provided:	Demand Side Platform (DSP), Supply Side Platform (SSP)
Month of verification:	October 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>Videology enters into binding contracts with all users of its technology platform (both buyers and sellers).</p> <p>Videology Insertion Orders (IOs) incorporate relevant sections of the AAAA/IAB Standard Terms and Conditions for Internet Advertising Ver. 3.0, located at http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf.</p> <p>Videology agreements with buyers contain terms and conditions which relate to brand safety.</p> <p>Videology operates on the basis of a Master Services Agreement with sellers, which includes the Videology 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> <p>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</p>	<p>Buyer agreements, including Insertion Orders and agreed upon "Campaign Instructions" provided to Videology within the Videology platform, contain campaign specific targeting instructions.</p> <p>Videology applies a global inappropriate schedule ("blacklist") to all campaigns. Buyers can also supply their own inappropriate schedules for use on their campaigns.</p> <p>Videology provides the option to run the CV tool: Integral Ad Science Ad Safe Firewall (independently certified to JICWEBS standards) if requested by the buyer.</p>

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<p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p>Agreements with all sell side partners include an appropriate schedule (whitelist) of digital media approved by Videology, and additionally, within this approved content, clearly set out categories of digital media that are inappropriate and not permitted in the Videology technology platform.</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>Videology agreements include provisions to minimise the risk of ad-misplacement.</p> <p>The majority of buyer agreements are subject to the provisions of the AAAA/IAB Standard Terms and Conditions for Internet Advertising Ver. 3.0 Section II d contains the following provision:</p> <p>"Media Company will use commercially reasonable efforts to comply with the Editorial Adjacency Guidelines with respect to Ads that appear on Media Company Properties."</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>All ad calls are checked against the Videology global Blacklist and Whitelist and only ad calls from approved domains are allowed in the Videology technology platform.</p> <p>All buyers are able to use a whitelist and/or blacklist within their campaign decisioning. They also have the ability to use third party integrations with CV tools, such as Integral Ad Science Ad Safe Firewall (independently certified to JICWEBS standards). Such third party tools can be configured (as applicable) to their unique requirements.</p> <p>In addition to standard contractual language, Videology regularly communicates its brand safety processes and suite of tools to clients via email and client presentations.</p> <p>Additionally the agreements with sell side partners contains language specifying that:</p> <ol style="list-style-type: none"> (1) the digital media on which advertising content will be displayed must be approved in advance; and (2) such digital media must not contain, promote, reference or have links to: <ul style="list-style-type: none"> - material that is false, misrepresentative, libelous, defamatory, pornographic, obscene, harmful to minors, racist, glorifies violence, or is otherwise inappropriate, anticompetitive or unlawful or violates any applicable laws or regulations; - software piracy (warez, cracking, etc.), hacking, phreaking, emulators, ROM's, or illegal MP3 activity or other destructive programming or device that could impair or injure any data, computer system or software; - illegal activities, deceptive practices or violations of the Intellectual Property Rights or privacy rights of others; or - content promoting the abuse of drugs and/or alcohol, hate, obscenity, indecency bombs, guns, ammunition, other offensive weapons, invalid clicks, or spyware.

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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>All Videology agreements include contractual consequences of ad-misplacement (for both buyers and sellers).</p> <p>Videology operates on the basis of the take-down timeframe outlined in the IAB 4As T&Cs which is referenced in its IOs. Section II d includes the following wording:</p> <p>"After Agency notifies Media Company that specific Ads are in violation of the Editorial Adjacency Guidelines, Media Company will make commercially reasonable efforts to correct such violation within 24 hours. If such correction materially and adversely impacts such IO, Agency and Media Company will negotiate in good faith mutually agreed changes to such IO to address such impacts."</p> <p>For the self-serve client, the client may pause campaigns remotely, if they discover that ad misplacement has occurred.</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 Videology'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, Videology 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.