

# UK Good Practice Principles certificate

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



Company: Videology  
 Noah's Yard  
 10 York Way  
 London  
 N1 9AA  
<http://www.videologygroup.com/>

Business/Brands verified:	Videology
Service provided:	Demand Side Platform (DSP), Supply Side Platform (SSP)
Month of verification:	March 2017

## Findings

Good Practice Principles	Description of compliance with the Principles
<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>Videology enters into binding contracts with all users of its technology platform (both buyers and sellers). Videology agreements with all buyers contain terms and conditions which relate to brand safety.</p> <p>Videology has clients that use the Videology Platform without any manual assistance from Videology employees ("self-service"), and clients that require Videology to use the platform to provide the Videology services to them ("managed service").</p> <p>All clients sign a mutually agreed agreement with Videology to use the platform. Self-service clients then agree to digital Insertion Orders (IOs) within the Videology Platform. Managed service clients and Videology execute mutually agreed Insertion Orders (IOs). As mentioned, all agreements between Videology and clients contain terms and conditions which relate to brand safety; many incorporate relevant elements of the AAAA/IAB Standard Terms and Conditions for Internet Advertising Ver. 3.0, which are referenced on the IOs and located at: <a href="http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf">http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf</a></p>

Good Practice Principles	Description of compliance with the Principles
	Videology operates on the basis of mutually agreed Master Services Agreements with sellers of inventory, which include the Videology terms and conditions including in relation to brand safety.
<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>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</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 tools, Integral Ad Science - AdSafe Firewall and Double Verify - Digital Impression Quality Real Time Ad Blocking (both independently certified to JICWEBS standards) as specified by the buyers.</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><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>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><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>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 the CV tools, Integral Ad Science - AdSafe Firewall and Double Verify - Digital Impression Quality Real Time Ad Blocking, both of which are certified independently 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>

Good Practice Principles	Description of compliance with the Principles
<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>Additionally the agreements with sell side partners contains language specifying that:</p> <ol style="list-style-type: none"> <li>(1) the digital media on which advertising content will be displayed must be approved in advance; and</li> <li>(2) such digital media must not contain, promote, reference or have links to:           <ul style="list-style-type: none"> <li>- 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;</li> <li>- 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;</li> <li>- illegal activities, deceptive practices or violations of the Intellectual Property Rights or privacy rights of others; or</li> <li>- content promoting the abuse of drugs and/or alcohol, hate, obscenity, indecency bombs, guns, ammunition, other offensive weapons, invalid clicks, or spyware.</li> </ul> </li> </ol> <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&amp;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



Statement of verification provider:

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.

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.

## 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.