

UK Good Practice Principles certificate



YAHOO!BrightRoll

Company: Yahoo! EMEA Ltd
 5 – 7 Point Village
 North Wall Quay
 Dublin 1
 Ireland
<https://uk.yahoo.com/>

Business/Brands verified:	Yahoo Premium Ads (Managed), Yahoo Audience Ads (Managed), BrightRoll DSP
Service provided:	Advertising Network, Demand Side Platform (DSP), Media Owner
Month of verification:	August 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>Buyers of Yahoo Premium Ads (Managed) and Yahoo Audience Ads (Managed) sign Yahoo Insertion Orders (IOs), which have a link to the Yahoo EMEA Advertising Terms and Conditions (Ts and Cs) located at: https://policies.yahoo.com/ie/en/yahoo/terms/advertising/index.htm</p> <p>The IO and these Ts and Cs together constitute the agreement for display advertising transactions.</p> <p>The Ts and Cs also contain a link to Yahoo's UK Digital Trading Statement & UK Brand Safety Policy.</p> <p>Yahoo also offers a Self Serve option, BrightRoll DSP and users sign and agree the terms in the platform agreement.</p> <p>Yahoo also has signed agreements with DSPs.</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>Buyers of both Yahoo Premium Ads (Managed) and Audience Ads (Managed) specify targeting instructions which are agreed pre-delivery in Yahoo Insertion Orders, on a campaign by campaign basis.</p> <p>Yahoo Premium Advertising (Managed) is run on appropriate schedules via the Yahoo owned and Operated sites.</p> <p>Yahoo Audience Advertising (Managed) is run on the appropriate schedules of Yahoo's Owned & Operated sites and the Distribution Network via BrightRoll DSP.</p>

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<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>BrightRoll DSP domains are vetted using a proprietary service and any identified with prohibited content are transferred to an inappropriate schedule (Blacklist). This process applies to both Managed and Self Serve clients.</p> <p>In addition, Self Serve clients using BrightRoll DSP can implement their own appropriate / inappropriate schedules.</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>Yahoo EMEA has published a UK Digital Trading Statement & UK Brand Safety Policy, which states:</p> <p>“Yahoo makes use of the following tools, processes and controls and makes reasonable endeavours to eradicate ad placement issues for UK Yahoo Audience Ads (Managed) and Yahoo Premium Ads (Managed) campaigns...”</p> <p>“Self serve clients for BrightRoll DSP benefit from many integrated features provided in the platform in order to allow them to execute their own supply strategies in a safe and trusted environment.”</p> <p>The Brand Safety policy is located at http://uk.adspecs.yahoo.com/pages/brandsafetypolicy and this link is also included in Yahoo’s advertising Ts and Cs.</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>The processes in place to minimise ad placement issues for UK Yahoo Audience Ads (Managed) and Yahoo Premium Ads (Managed) campaigns are detailed in the UK Brand Safety Policy which states:</p> <p>Inventory vetting: “All traffic is pre-emptively reviewed on a real time basis.”</p> <p>Appropriate Schedules: “Each publisher domain is previewed and whitelisted for content quality, policy compliance, site reputation and visual inspection. The review process includes both automated review against a domain database and manual review for unknown sites.”</p> <p>CV tools: Yahoo offer the optional use of CV tools. “We partner with leading supply verification vendors which have been integrated directly into our ad platform enabling us to target their definitions of brand safe....supply.”</p> <p>“Yahoo permits the use of additional, non integrated supply verification vendors in accordance with our Ad Specs, available at https://uk.adspecs.yahoo.com/.”</p> <p>Inappropriate Schedules: The Brand Safety Policy contains a list of Prohibited Content for which affected sites are blocked and blacklisted across all three products. These include the following: “Nudity, Pornography or Any Explicit Sexual Conduct, Child Sexual Abuse Content / Sexual Assault, Prostitution, Graphic Violence/Death, Hate Speech, Illegal Drugs, Promotion of Illegal/Criminal Activity, Fake/Bootleg/Counterfeit Items Embargoed Products and Firearms and Explosives”</p> <p>For BrightRoll DSP the Brand Safety Policy states: “Self serve clients for BrightRoll DSP, benefit from many integrated features provided in the platform in order to allow them to execute their own supply strategies in a safe and trusted environment.”</p>

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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>Yahoo's Digital Trading Statement UK & Brand Safety Policy states for Yahoo Premium (Managed) and Audience (Managed) accounts:</p> <p>"Should an advertisement appear on a site with content that the client deems inappropriate, Yahoo will use reasonable endeavours to take down the advertisement as soon as possible and upon request will add/remove such sites from relevant whitelists/blacklist as required."</p> <p>"The contractual consequences of not taking down an ad in accordance with Yahoo's Takedown Policy are evaluated and agreed with the buyer on a case by case basis".</p> <p>The Yahoo Digital Trading Statement UK & Brand Safety Policy states for BrightRoll DSP (Self Serve):</p> <p>"Clients have full control of the trafficking criteria they select and can remove ads from any supply quickly and easily by using the platform directly."</p> <p>"Yahoo offers support during normal business hours and can help clients make alterations to trafficking criteria in exceptional circumstances."</p>

Verified by

Company:

ABC Ltd
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211 High Street,
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HP4 1AD



Statement of verification provider:

We have reviewed Yahoo'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, Yahoo 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.