

UK Good Practice Principles certificate



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

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| Business/Brands verified: | Yahoo Premium Ads (Managed) BrightRoll DSP (Managed) BrightRoll DSP BrightRoll Exchange (Video & Display) Gemini (Ad Network) Tumblr (Sponsored Posts) |
| Service provided: | Advertising Exchange, Advertising Network, Agency Trading Desk (ATD), Demand Side Platform (DSP), Media Owner |
| Month of verification: | May 2017 |

Findings

| Good Practice Principles | Description of compliance with the Principles |
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| <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), BrightRoll DSP (Managed), Gemini (Ad Network) (Managed) and Tumblr (Managed), sign Yahoo Insertion Orders (IOs), which have a link to the Yahoo EMEA Advertising Terms and Conditions (Ts&Cs).</p> <p>Buyers that use the BrightRoll Exchange (Display) and (Video) platforms also agree to the advertising Ts&Cs, located at : https://policies.yahoo.com/ie/en/yahoo/terms/advertising/</p> <p>The IO and these Ts&Cs together constitute the agreement for display advertising transactions.</p> <p>Yahoo also offers a Self Serve option, BrightRoll DSP, and users sign and agree the terms in the platform agreement.</p> <p>Publishers that are approved for the Gemini (Ad Network) and BrightRoll Exchange (Display and (Video) platforms, agree to Yahoo's Supply agreement: https://adspecs.yahoo.com/pages/yahoosupplypolicies/#Section1a</p> |

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| | <p>Users of Tumblr agree to their community guidelines, https://www.tumblr.com/policy/en/community and Advertising policies https://www.tumblr.com/policy/en/global-advertising.</p> <p>Yahoo also has signed agreements with DSPs and Exchanges.</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>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p> | <p>Buyers of both Yahoo Premium Ads (Managed), BrightRoll (DSP (Managed) Gemini (Ad Network) (Managed) and Tumblr (Managed), specify targeting instructions which are agreed pre-delivery in Yahoo Insertion Orders, on a campaign by campaign basis.</p> <p>Buyers can select from an appropriate schedule of Yahoo's owned and operated sites and other vetted and approved sites / URLs.</p> <p>BrightRoll DSP, and Gemini (Ad Network) domains are vetted using a proprietary service and any identified with prohibited content are transferred to an inappropriate schedule. This process applies to both Managed and Self Serve clients.</p> <p>In addition, Self Serve clients using BrightRoll DSP, BrightRoll Exchange (Display and Video) platforms can implement their own appropriate / inappropriate schedules.</p> <p>Users of Tumblr agree to their community guidelines and advertising policies which detail user content and advertising restrictions.</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 BrightRoll DSP (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>"All Gemini supply is subject to Yahoo’s supply policy"</p> <p>"Tumblr's content is all UGC" Community guidelines state what Yahoo do and do not allow on the platform.</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 BrightRoll DSP (Managed) and Yahoo Premium Ads (Managed) campaigns are detailed in the UK Brand Safety Policy which states:</p> <p>Inventory vetting:</p> <p>“All traffic is pre-emptively reviewed on a real time basis.”</p> |

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| | <p>Appropriate Schedules:</p> <p>“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:</p> <p>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:</p> <p>The Brand Safety Policy contains a list of Prohibited Content for which affected sites are blocked and blacklisted across all products. These include the following: “...Banned Substances (Alcohol, Tobacco and Drugs), Family Planning, Gambling, Illicit Content, Misleading Content, Offensive Content, Sexual Content, Uncontrolled or Un-moderated User Generated Content, Viruses/Spyware/Malware and weapons and Violence</p> <p>"All Gemini supply is subject to Yahoo’s supply policy" and "Tumblr's content is all UGC, Community guidelines are here detailing what we do and do not allow on the platform https://www.tumblr.com/policy/en/community"</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> <p>"Clients buying on the BrightRoll Exchange may use any integrated features provided by their chosen DSP to execute their own supply strategies. Additionally, all supply is completely transparent to allow buyers to choose where they want their advertisers to serve. “</p> |
| <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 BrightRoll DSP (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> |

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| | For the Gemini (Ad Network)(Managed) and Tumblr (Managed) accounts: "Should an advertisement appear next to content that the client deems inappropriate, Yahoo will use reasonable endeavours to take down the advertisement as soon as possible." "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." For BrightRoll DSP (Self Serve) and BrightRoll Exchange (Video & Display): "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." "Yahoo offers support during normal business hours and can help clients make alterations to trafficking criteria in exceptional circumstances." |

Verified by

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



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| 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. |
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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.