

# UK Good Practice Principles certificate



Company: ad2one Limited,  
246 Westminster Bridge Road,  
London,  
SE1 7PD  
<http://www.ad2one.co.uk/>

Business/Brands verified:	ad2one
Service provided:	Advertising Network
Month of verification:	June 2017

## 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>ad2one’s buyers have agreed Insertion Orders (IO’s) which reference the Terms and Conditions for digital display advertising. The Terms and Conditions can be found here on the ad2one website:</p> <p><a href="http://www.ad2one.co.uk/wp-content/uploads/2017/04/Terms-Conditions_v2.pdf">http://www.ad2one.co.uk/wp-content/uploads/2017/04/Terms-Conditions_v2.pdf</a></p> <p>The exception to the above are buyers, whose IOs reference the individual buyer's Terms and Conditions which govern their digital display advertising transactions.</p> <p>ad2one also has signed agreements with publishers and with one advertising exchange.</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>ad2one’s and third party IO’s contain intentions as to where an ad should or should not appear</p> <p>Buyers choose an appropriate schedule (whitelist) of sites from within ad2one’s vetted and approved network.</p> <p>ad2one will also implement a blacklist supplied by an advertiser or their agency on request.</p>

Good Practice Principles	Description of compliance with the Principles
<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>The ad2one Brand Safety Policy states “ad2one is committed to providing the highest level of Brand Safety for advertisers. To achieve this and minimize the risk of ad misplacement, we have stringent internal policies that we adhere to for each and every campaign we run.”</p> <p>ad2one’s Brand Safety Policy is available on its website as part of the Terms and Conditions page, see hyperlink in Good Practice Principle 1.</p> <p>Buyers using different IO’s have been advised of the Brand Safety Policy by email and provided with the above link.</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>ad2one’s Brand Safety Policy outlines the process to minimise the risk of ad misplacement. In summary, these processes are as follows:</p> <ul style="list-style-type: none"> <li>- ad2one only represents a portfolio of named publishers, which is made available to clients.</li> <li>- All new publishers are manually vetted to classify content in line with ad2one’s Brand Safety criteria.</li> <li>- ad2one’s inventory is subject to ongoing quality checks to provide assurance that it continues to adhere to ad2one’s Brand Safety criteria.</li> </ul> <p>ad2one’s Brand Safety Policy states:</p> <p>“... ad2one deems the content to be inappropriate based on (but not limited to) the following criteria:</p> <ul style="list-style-type: none"> <li>• Adult Content</li> <li>• Malware/Adware Alcohol</li> <li>• Violence</li> <li>• Offensive Language</li> <li>• Illegal Downloads</li> <li>• Hate and Racism</li> <li>• Illegal Drugs</li> <li>• Bot Networks</li> <li>• Malicious Websites</li> <li>• Peer to Peer File Sharing</li> <li>• Weapons</li> <li>• Message Boards and un-moderated Forums”</li> </ul>
<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>The ad2one Take Down Policy is included in the Brand Safety page on their website and states:</p> <p>“Our take down policy is to remove any ad within 2 hours, as long as we have all information required to do so. This should ideally include a screenshot along with click through URL to help debug. This is stated in our Terms and Conditions on the ad2one website.</p> <p>The contractual consequences of not taking down an ad in accordance with ad2One’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 ad2one'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, ad2one 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.