

# UK Good Practice Principles certificate



# SOVRN

Company: Sovrn  
 4th Floor  
 33 Charlotte Street  
 London  
 W1T 1RR  
<https://www.Sovrn.com/>

Business/Brands verified:	Sovrn
Service provided:	Supply Side Platform (SSP)
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## 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>Sovrn's buyers have signed Master Services Agreements which reference the Terms and Conditions for digital display advertising.</p> <p>Sovrn's own Master Services Agreement contains Terms and Conditions which reference restrictions including:                      "Company shall not.....(iv) place any Ad or other content on the Publisher Network that (a) infringes or misappropriates a third party's intellectual property or other proprietary rights, (b) breaches a third party's rights or privacy or publicity or (c) contains or promotes Objectionable Activity (as defined below). "Objectionable Activity" means any content or activity that is (w) pornographic, illegal, fraudulent, false, deceptive, misleading, libellous, defamatory or threatening, (x) racist, hate speech or bullying, (y) adware, malware, spyware or any other malicious code or drive-by download applications and/or (z) "spam," mail fraud, pyramid schemes, investment opportunities, or advice not permitted by law."</p> <p>Sovrn's publishers agree to Sovrn terms and conditions, which include Publisher Agreement, Legal Terms and Privacy Policy. These polices can be found on the following page:  <a href="https://meridian.Sovrn.com/#welcome">https://meridian.Sovrn.com/#welcome</a></p>

Good Practice Principles	Description of compliance with the Principles
<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>Sovrn’s buyers are self-serve and therefore have the ability to select specific domains from their approved publisher whitelist which corresponds with our global Sovrn domain whitelist to target or restrict (appropriate and inappropriate schedules).</p> <p>Sovrn implements their global blacklist on all campaigns as standard on all inventory.</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>Sovrn confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Processes Page which states:</p> <p>“At Sovrn, we are proud to have one of the most robust site quality evaluation processes in the industry. Our Ad Operations team puts two sets of eyes on every domain that applies to join our exchange and uses a variety of third party tools and proprietary methods. Our 25 step exam ensures that every publisher in the Sovrn network is adding measurable value to our demand partners through real, engaged audiences, authentic and original content and viewable ad layouts. The full process takes no longer than 3 days.”</p> <p>The Brand Safety Processes Page is located at the following link:  <a href="http://info.sovrn.com/hubfs/sovrn_Focus_A_Clean_Safe_Marketplace.pdf">http://info.sovrn.com/hubfs/sovrn_Focus_A_Clean_Safe_Marketplace.pdf</a></p> <p>Changes or updates to the Brand Safety Policy are communicated to all buyers through face to face meetings and emails.</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>Sovrn’s Brand Safety Processes Page explains the processes applied to minimise ad misplacement. These processes are as follows:</p> <p>Sovrn carry out initial checks on every new domain submitted into Sovrn’s Meridian platform. These checks include a human check for initial functionality including a review of the domain’s IP which is run against Sovrn’s IP database to look for any red flags.</p> <p>Sovrn also use third party tools to carry out a thorough check for suspicious domains. Third party tools include Similar Web, Picalate, Integral Ad Science, Copyscape and WhoIs.net (all non-JICWEBS certified).</p>

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<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>Sovrn additionally check the domains to ensure:</p> <ul style="list-style-type: none"> <li>• The site does not contain copied content</li> <li>• The site has a strong history of quality, dated content for a designated time period configurable to each demand partner; the standard is at least 4 months</li> <li>• Any ads on the site already are high quality and do not include pop-under redirects, auto audio or other malicious units</li> <li>• There are no more than five ad units per page</li> <li>• All content is “safe for work”; no nudity, hate speech or porn</li> </ul> <p>Sovrn additionally carry out double human verification, where a domain enters the whitelist only if it’s been approved by two Operations Specialists.</p> <p>Sovrn additionally maintain a domain blacklist which ensures that only domains associated with their whitelist can serve impressions.</p> <p>Sovrn can create custom whitelists for their demand partners and can also ingest partners’ global blacklists.</p> <p>All of Sovrn's buyers are self-serve and therefore have the ability to remove any bad sites for their campaigns.</p> <p>Buyers may also contact Sovrn about any offending sites and Sovrn will investigate and take appropriate steps in accordance with their take down process.</p> <p>The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on a case by case basis with the buyer.</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 Sovrn’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, Sovrn 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.