

UK Good Practice Principles certificate



Company: Crimson Tangerine Ltd
 33 Catherine Place,
 London
 SW1E 6DY

Business/Brands verified:	Crimtan
Service provided:	Ad network and Demand Side Platform (DSP)
Month of verification:	April 2014

Findings

UK Good Practice Principles	Company response	Verification findings
<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>Crimtan has a Primary Agreement and Digital Trading Statement which has been sent to all buyers (ad agency clients). This is also hosted on the Crimtan website at http://crimtan.com/wp-content/uploads/2014/03/Crimtan-PA-and-DTS-010114.pdf accessed via a link on the Security webpage at http://crimtan.com/security/. In addition, every IO carries the following statement: "I have read and agree that this campaign will be run according to the process set out in Crimtan's Digital Trading Statement at http://bit.ly/1eoduKC and Terms & Conditions at http://crimtan.com/advertisers/terms-conditions." The client accepts this by signing the IO. Crimtan has a signed Purchase Agreement with all sellers.</p>	<p>See statement of verification provider</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</p>	<p>Crimtan uses the Adsafes Firewall from Integral Ad Science 24/7 on all campaigns unless a buyer specifies they are using their own CV tool in blocking mode. The Adsafes Firewall has been independently certified by ABC to JICWEBS standards. Crimtan also uses a proprietary Inappropriate Schedule on all campaigns which is implemented on its ad server.</p>	<p>See statement of verification provider</p>

UK Good Practice Principles	Company response	Verification findings
<p>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 may also specify Appropriate Schedules for campaigns and these are integrated into the Adsafes Firewall.</p> <p>Inventory suppliers agree that they will not feature material that (a) is defamatory, hate content, obscene or pornographic; (b) offers offensive weapons, such as bombs, guns or ammunition, whether replica, legal or illegal; (c) introduces a virus, worm, Trojan horse or other contaminant that may be used to access and modify, delete or damage any data file or other computer program; (d) Incentivised Clicks, where some additional reward or incentive is provided for making the click; (e) promotes or introduces file-sharing, peer to peer networks, adware, widgets, or toolbars, spyware or hacking; (f) infringes applicable law or regulation, or the rights of any person or entity.</p> <p>Suppliers also agree that Crimtan may monitor the safety of the media supplied, which is done via independently certified CV Tools.</p>	
<p>3 Sellers should confirm that reasonable endeavours will be applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly.</p>	<p>As a minimum and unless otherwise agreed, Crimtan will run the Integral Ad Science Adsafes Firewall along with Crimtan's proprietary Inappropriate Schedule on all campaigns.</p>	<p>See statement of verification provider</p>
<p>4 Sellers should be able to explain the process(es) that form the basis of these reasonable endeavours.</p>	<p>Crimtan uses the Integral Adscience's standard Adsafes Firewall settings unless otherwise instructed. Adsafes is used as a pre-bid brand safety tool within exchanges and ad calls from successful bids are further checked against the Adsafes Firewall and the Crimtan ad server's Inappropriate Schedule.</p> <p>If a client states that they are using their own CV tool in blocking mode then Crimtan will still monitor the campaign using Integral Ad Science.</p> <p>Crimtan vets sites for inclusion via Integral Ad Science's classification and only those deemed low risk, are added to the Crimtan Appropriate Schedule.</p>	<p>See statement of verification provider</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>The contractual consequences of not taking down an ad in accordance with the Takedown Policy (as described in the Primary Agreement and Digital Trading Statement) are evaluated on a case by case basis.</p>	<p>See statement of verification provider</p>

Verified by

Company:

ABC Ltd
Saxon House,
211 High Street,
Berkhamsted,
Hertfordshire.
HP4 1AD



Statement of verification
provider:

We have reviewed Crimtan's policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG UK 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, Crimtan had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK 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.