

UK Good Practice Principles certificate



Company: Crimtan
 1 Castle Lane,
 London
 SW1E 6DR
 www.crimtan.com

Business/Brands verified:	Crimtan
Service provided:	Agency Trading Desk (ATD), Demand Side Platform (DSP)
Month of verification:	April 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>Crimtan only have Managed accounts.</p> <p>Buyers that use the Crimtan Insertion Orders (IO's) agree to the Advertising Terms & Conditions, Primary Agreement & Digital Trading Statement and Brand Protection Policy</p> <p>Crimtan's Advertising Ts&Cs can be found on the following link. http://crimtan.com/advertising-terms-conditions/.</p> <p>The exception to the above are buyers, whose IO's reference the individual buyer's Terms and Conditions which govern their digital display advertising transactions.</p> <p>Crimtan also have agreements with Sales Side Platforms, Exchanges and Demand Side Platforms.</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> <ul style="list-style-type: none"> A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery). 	<p>Buyers IO's contain intentions to where an ad should or should not appear.</p> <p>Crimtan uses the Adsafes Firewall from Integral Ad Science 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.</p> <p>Crimtan also uses a proprietary Inappropriate Schedule (Blacklist) on all campaigns which is implemented on its platform. Buyers may also specify Appropriate Schedules from Crimtan's Whitelist for their campaigns and these are integrated into the Adsafes Firewall.</p>

Good Practice Principles	Description of compliance with the Principles
<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>Crimtan confirms that reasonable endeavours will be applied in their Brand protection Policy, which states:</p> <p>"Crimtan believes in total trading transparency and will always use its best endeavours to protect your brand online. To achieve this, we set out here our brand protection policy and processes for all campaigns run in territories where Integral Ad Science operates and where we have a site blacklist and agree to deliver specific campaigns according to your instructions when they vary from this."</p> <p>Crimtan's Primary Agreement & Digital Trading Statement (incorporating their Brand Protection Policy) can be found on their website and a link to this is also included on their IO.</p> <p>This can be found on their website at the following link : http://crimtan.com/wp-content/uploads/2014/06/Crimtan-Primary-Agreement-and-DTS-.pdf</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>Crimtan's Primary Agreement & Digital Trading Statement and Brand Protection Policy explains the processes for reasonable endeavours as follows:</p> <p>"As a minimum, and unless agreed otherwise, Crimtan will run Integral Ad Science (formerly Adsafes) along with our proprietary blacklist on all campaigns that run outside our proprietary whitelist of brand-safe sites. Additionally, when requested, we will use an advertiser's or agency's own blacklist or whitelist and will remove advertising from any URL upon instructions from the advertiser or their agency."</p> <p>"Crimtan is fully integrated at API level with Integral Ad Science. Wherever possible, we will use its pre-bid data for safe programmatic buying within RTB exchanges and use its Firewall blocking product along with our proprietary blacklist on all campaigns run both inside and outside exchanges."</p> <p>The policy also states:</p> <p>"The Crimtan Blacklist comprises many thousands of domains which Crimtan judges to be unsuitable inventory for advertisers....This list of URLs is updated continuously and is used by Crimtan on every campaign."</p> <p>"Our inventory suppliers have agreed that Crimtan can run Integral Ad Science on inventory provided to us and that they will not supply domains itemised on blacklists provided by Crimtan."</p> <p>"The Crimtan Whitelist comprises over 12,000 domains which have been checked by Integral Ad Science and manually by Crimtan to ensure they only contain content that is suitable for advertisers and will not damage their brand."</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>Crimtan's Takedown policy is included in their Brand Protection Policy and states:</p> <p>"In the eventuality of a client's advertisement appearing on a site that the client deems inappropriate, Crimtan will make every effort to take down the advertisement as soon as possible and, if requested, will add that site to our blacklist to be used for any future campaigns for that client."</p> <p>"The contractual consequences of not taking down an ad in accordance with our Takedown Policy are evaluated on a case by case basis."</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 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 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.