

# UK Good Practice Principles certificate



# agenda 21

Company: Agenda21 Digital  
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Business/Brands verified:	Agenda21 Digital
Service provided:	Agency
Month of verification:	September 2018

## 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>Digital advertising transactions are governed by agenda21's IO's referencing agenda21's Terms and Conditions for the provision of Digital Media Campaigns.</p> <p>agenda21's Terms and Conditions are available to view here: <a href="https://agenda21digital.com/terms-and-conditions-digital-media-campaigns/">https://agenda21digital.com/terms-and-conditions-digital-media-campaigns/</a></p> <p>The Terms and Conditions include a link to agenda21's Brand Safety Policy.</p> <p>agenda21 have contracts with DSP's. The agenda21 Terms and Conditions govern digital display advertising transactions with sellers.</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>agenda21's IO's contain a link to their Brand Safety Policy and a link is included within their Terms and Conditions.</p> <p>The Brand Safety Policy contains details of inappropriate content where advertising should not appear.</p> <p>agenda21 has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide agenda21 with their own blacklist to run against their campaigns.</p>

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<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>agenda21 confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“agenda21 takes practical action to minimise the risk of ad misplacement on behalf of their clients”. It then subsequently describes the methods used as reasonable endeavours such as only partnering with DTSG compliant vendors and media owners, inappropriate schedules, and monitoring domains.</p> <p>The Brand Safety Policy is located at the following link:  <a href="https://agenda21digital.com/brand-safety-and-fraud-policy/">https://agenda21digital.com/brand-safety-and-fraud-policy/</a></p> <p>The Brand Safety Policy is also included within agenda21’s Terms and Conditions.</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>agenda21’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“agenda21 partners only with DTSG compliant inventory vendors and premium media owners. We monitor domains from all of our inventory partners on a weekly basis, sharing this with our partners if any are flagged as inappropriate for action to be taken at the partner end”.</p> <p>“The below listed content categories are prohibited across agenda21 inventory sources where adverts are served. Any sites identified across these content categories are blocked and added to a blacklist.</p> <ul style="list-style-type: none"> <li>• Adult</li> <li>• Offensive Language</li> <li>• Hate Speech</li> <li>• Illegal Downloads/Streaming</li> <li>• Drugs Rating</li> <li>• Fake News”</li> </ul> <p>“We adhere to specific whitelists and/or blacklists and customised contextual keyword lists developed in collaboration with our clients.”</p> <p>agenda21 use a third party Content Verification (CV) tool Adloox (non JICWEBS certified) as a post bid blocking tool. It is applied to all campaigns as standard.</p>
<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>agenda21’s take down policy is included in their Brand Safety Policy on their website and states:</p> <p>“In the event that an ad appears on a website which a client deems inappropriate, clients should contact their Account Director. The campaign will be paused on request from the client whilst the relevant people carry out a full investigation. All take down requests received within UK business hours (Monday-Thursday 9am-5.30pm, Friday 9am-5pm) will be actioned within the same working day, or within the timescales specified in individual terms and conditions, with best endeavours for this to be done</p>

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	<p>immediately. Any take down request falling outside of business hours can be escalated and actioned as per individual client terms and conditions”</p> <p>The takedown policy also states:                      “The contractual consequences of not taking down an advert in accordance with our Takedown policy are evaluated and agreed with the client on a case by case basis”“</p>
<p><b>6</b> Are there any other brand safety measures which you undertake which you might want to inform the market about, for which documentation can be provided, and which can be independently verified or audited?</p>	

**Verified by**

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<p>Statement of verification provider:</p>	<p>We have reviewed Agenda21 Digital’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, Agenda21 Digital 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.