

## DTSG Brand Safety Certificate



Crimtan  
 1 Castle Lane,  
 London  
 SW1E 6DR  
[www.crimtan.com](http://www.crimtan.com)

**Business/Brands Certified:**

Crimtan

**Service provided:**

Platform

**Month of verification:**

May 2019

### Good Practice Principles

### How Crimtan complies

**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.

Crimtan only have managed accounts. All Buyers agree the Crimtan Insertion Orders (IOs) and to their Advertising Terms & Conditions, Primary Agreement & Digital Trading Statement and Brand Protection Policy

Crimtan’s Advertising Ts&Cs can be found on the following link. <https://crimtan.com/advertising-tcs/>

Crimtan also have agreements with Supply Side Platforms, Exchanges and Demand Side Platforms.

**2** A Primary Agreement, or the specific terms and policies within an agreement or signed contract, should include the Buyers’ and Sellers’ intention as to where the advertising should (or should not) appear.

The Crimtan IOs contain intentions to where an ad should or should not appear.

The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:

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.)

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

Crimtan also uses a proprietary inappropriate schedule on all campaigns.

B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

Buyers may also specify appropriate schedules from Crimtan’s whitelist for their campaigns. Crimtan will also implement blacklists and whitelists supplied by an advertiser or their agency on request.

**3** Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly.

Crimtan confirm that reasonable endeavours will be applied in their Brand protection Policy, which states:

“Crimtan believes in total trading transparency and will always use its best endeavours to protect your brand and maximise the value of your online advertising campaigns. To achieve this, we set out here our policies and processes for brand protection.....”

	<p>Crimtan’s Primary Agreement &amp; Digital Trading Statement (incorporating their Brand Protection Policy) can be found on their website and there is also a link to this on their IO.</p> <p>This can be found on their website at the following link:  <a href="https://crimtan.com/wp-content/uploads/2019/06/Crimtan-primary-agreement-and-DTS-2019.pdf">https://crimtan.com/wp-content/uploads/2019/06/Crimtan-primary-agreement-and-DTS-2019.pdf</a></p>
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<p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.</p>	<p>Crimtan’s Primary Agreement &amp; Digital Trading Statement and Brand Protection Policy explains the processes for reasonable endeavours as follows:</p> <p><b>Site Vetting</b>              “The Crimtan whitelist comprises over 20,000 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> <p><b>CV Tools</b>              “As a minimum, and unless agreed otherwise, Crimtan will run Integral Ad Science (in territories that it operates) along with our proprietary blacklist on all campaigns that run outside our proprietary whitelist of brand-safe sites.”              “...Campaigns are run using Integral Ad Science’s standard Brand safe Firewall settings (JICWEBS certified). Pages are given an Integral Ad Science Content Rating for each of the following content categories:              Adult Content, Alcohol, Hate Speech, Offensive language, Violence, Illegal Drugs, Illegal Downloads, Adware/Malware.”</p> <p><b>Appropriate &amp; Inappropriate Schedules</b>              “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.”              “Any blacklist or whitelist supplied by an advertiser or their agency will be used in preference to, or can be added to, Crimtan’s blacklist or whitelist for use on specified campaigns or for any stated period”</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>The signatory’s take down policy and procedures must be in place, clearly defined and communicated to each customer, including timeframes for take down of misplaced ads.</p>	<p>The Brand Safety Policy states “The contractual consequences of not taking down an ad in accordance with our Takedown Policy are evaluated on a case by case basis.”</p> <p>The policy also states “Crimtan will make every effort to take down the advertisement as soon as possible and not beyond 4 working hours of initially being notified”</p> <p>This takedown policy is communicated to all clients by being included in the Brand Safety Policy, which is linked into all IO’s.</p>
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<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>	
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## 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.

JICWEBS Standard:



Verified by:



Address:

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

### About JICWEBS

JICWEBS (Joint Industry Committee for Web Standards) defines best practice and standards for digital ad trading in the UK and our mission is to deliver recognized trust and transparency to the market. JICWEBS is made up of the following trade bodies: Association of Online Publishers (AOP), Internet Advertising Bureau (IAB) UK, ISBA – the voice of British advertisers – and the Institute of Practitioners in Advertising (IPA).

### About Digital Trading Standards Group (DTSG)

The Digital Trading Standards (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 from side platforms and publishers.