

# DTSG Brand Safety Certificate



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

Business/Brands Certified:

Crimtan

Service provided:

Technology

Month of verification:

July 2020

## 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 where the terms are the seller's.

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

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 Buyers and Sellers pre-delivery).

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

Crimtan uses the Adsafe Firewall from Integral Ad Science (JICWEBS certified) on all campaigns.

Crimtan also uses a proprietary inappropriate schedule on all campaigns.

Buyers may also specify appropriate schedules from Crimtan's inclusion list for their campaigns. Crimtan will also implement exclusion and inclusion lists 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. In the absence of specific provisions, then as a minimum, a statement of reasonable endeavours is required.

Crimtan confirm that reasonable endeavours will be applied in the Digital Trading Statement, 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."

Crimtan’s Primary Agreement & Digital Trading Statement (incorporating their Brand Protection Policy) can be found at the following link:

<http://www.crimtan.com/wp-content/uploads/Crimtan-primary-agreement-and-DTS-2019.pdf>

This can be found on their website and the link is also included on their IO.

4

Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.

Crimtan’s Primary Agreement & Digital Trading Statement and Brand Protection Policy explains the processes for reasonable endeavours as follows:

**Site Vetting**

“The Crimtan inclusion list 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.”

**CV Tools**

“Integral Ad Science rates all inventory available to Crimtan and ensures it is appropriate for your advertising. Wherever possible, we use Integral Ad Science’s pre-bid data for safe programmatic buying within RTB exchanges and use its Firewall blocking product along with our proprietary exclusion list on all campaigns.”

“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.”

**Appropriate & Inappropriate Schedules**

“The Crimtan exclusion list 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 exclusion list or inclusion list supplied by an advertiser or their agency will be used in preference to, or can be added to, Crimtan’s exclusion list or inclusion list for use on specified campaigns or for any stated period.”

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.

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.

The Digital Trading Statement 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”

The policy also states:

“The contractual consequences of not taking down an ad in accordance with our Takedown Policy are evaluated on a case by case basis.”

This takedown policy is communicated to all clients by being included in the Brand Safety Policy, which is linked into all IOs.

6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

Crimtan have internal procedures in place for handling, tracking and monitoring complaints raised under DTSG Logged Complaint Monitoring Procedure.

7 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?

All applicable brand safety policies and procedures are addressed above.

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.