

# UK Good Practice Principles certificate



Company: ADYOULIKE  
 79 New Cavendish Street  
 The Harley Building  
 London  
 W1W 6XB  
<https://www.adyoulike.com/>

Business/Brands verified:	ADYOULIKE
Service provided:	Reseller, Technology
Month of verification:	January 2019

## 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>Native display and video advertising transactions are governed by ADYOULIKE Insertion Orders (IO's) referencing ADYOULIKE Terms and Conditions (Ts &amp; Cs) or agency IO's referencing agency Ts &amp; Cs.</p> <p>ADYOULIKE have signed agreements with DSP's.</p> <p>ADYOULIKE also have agreements with Publishers with ADYOULIKE Ts &amp; Cs or the Publishers' Ts &amp; Cs.</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>ADYOULIKE IO's contain intentions of where advertising should and should not appear.</p> <p>ADYOULIKE operates a closed network of direct publishers (appropriate schedule or whitelist) from which buyers can select sites to run against their campaigns.</p> <p>Buyers can also provide ADYOULIKE with their own blacklists or whitelists 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>ADYOULIKE confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“At ADYOULIKE we are committed to providing reassurances and guarantees that all video or content that is run across our premium native advertising publisher network in the UK, Europe and the US, meets the expectations of our advertisers”</p> <p>ADYOULIKE’s Brand Safety Policy is shared with all clients at their request and their Sales deck which includes a slide on Brand Safety is communicated with clients.</p> <p>Sales proposals sent to clients also include a slide on Brand Safety</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>ADYOULIKE’s Brand Safety Strategy document explains the processes applied to minimise ad misplacement as follows:</p> <p>“ADYOULIKE maintains strict editorial and publishing standards across its publisher network”</p> <p>“...we directly integrate each one of our publishers. Our advertising only runs on site – and positions – pre-approved by ADYOULIKE”</p> <p>“For our advertisers:</p> <ul style="list-style-type: none"> <li>• We encourage all out advertisers to implement third party tools and verification such as IAS, Moat etc.</li> <li>• We implement keyword and theme block-lists on behalf of advertisers.</li> <li>• We can and do supply network lists to our agency, trade desk and demand partners.</li> <li>• All programmatic campaigns pass domain referrer information.</li> <li>• We can create whitelist PMPs for direct programmatic buys and our DSP partners”</li> </ul> <p>“ADYOULIKE publishers</p> <ul style="list-style-type: none"> <li>• All publishers must apply to join our network.</li> <li>• Our publisher team analyse the site content, UX, and publishing credentials of the applicant. Any site that publishes fake news or incendiary content is immediately rejected.</li> <li>• When we do onboard a publisher .... We block pages that are inappropriate for advertising ... and implement stringent keyword and category blocklists.</li> <li>• We review their sites continually. We work with them in partnership to improve brand safety.</li> <li>• We continually filter traffic and encourage our advertisers to implement IAS, Moat and similar ad verification tools to monitor our inventory.”</li> </ul> <p>All tools mentioned above are non JICWEBS certified.</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>ADYOULIKE’s take down policy is included in their Brand Safety Policy document which states:</p> <p>“ADYOULIKE operate a clear and concise take down policy for any advertising a publisher, agency or consumer deems inappropriate. Take-down of advertising works within a 3-hour window during standard business hours, out-of-hours 12 hours, but usually sooner. Emails should be addressed to campaigns-uk@adyoulike.com and publishers-uk@adyoulike.com, stating the advertising seen and the publication it was run on.”</p> <p>The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed or 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**

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



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