

UK Good Practice Principles certificate



Company: UK: ADARA Media UK Ltd
 We Work Waterhouse Square
 138 Holborn
 London
 EC1N 2SW
 Ireland: ADARA Media
<https://adara.com/>

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| Business/Brands verified: | ADARA |
| Service provided: | Technology |
| Month of verification: | November 2018 |

Findings

| Good Practice Principles | Description of compliance with the Principles |
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| <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>Digital display and video advertising transactions are governed by ADARA’s Insertion orders (IO’s), referencing either ADARA’s standard Terms and Conditions or IAB standard Terms and Conditions.</p> <p>ADARA have MSA’s with self-serve clients referencing ADARA’s standard Terms and Conditions.</p> <p>https://adara.com/eu-advertiser-terms-conditions/ https://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf</p> <p>On occasion ADARA's agreements are governed by the Terms and Conditions set forth by their advertising partners.</p> <p>ADARA also has agreements with a number of sell side exchanges and 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> <p>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</p> | <p>ADARA’s IO’s contain targeting instructions and refer to their T’s and C’s which in turn contain details of Brand Safety policy and inappropriate content.</p> <p>ADARA operates an inappropriate schedule (blacklist) on all media campaigns globally, automatically implemented by ADARA.</p> <p>Clients can also choose to implement their own appropriate and inappropriate schedules as requested.</p> |

| Good Practice Principles | Description of compliance with the Principles |
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| <p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p> | |
| <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>ADARA confirms the specific provisions applied to minimise the risk of ad misplacement in their Terms & Conditions which states:</p> <p>“ADARA shall take all reasonable steps to minimise the risk of ad misplacement”</p> <p>ADARA’s Terms and Conditions also include a link to their Brand Safety Policy located at https://adara.com/brand-safety/.</p> <p>ADARA include a slide on Brand Safety in their Sales deck which is communicated to clients.</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>ADARA’s Brand Safety Policy explains the processes applied to minimise ad misplacement (applicable to managed and self-serve) as follows:</p> <p>“We partner with Integral Ad Science for pre- and post-bid solutions. This includes implementation of its brand safety and suspicious activity targeting segments which allow us to block bids from domains classified under sensitive categories including adult, hate speech, violence and more. In addition, we use its campaign monitoring pixel products and have access to its Firewall blocking solution for clients who want to implement additional safeguards.”</p> <p>Pre bid solutions mentioned above are applicable to display and mobile web.</p> <p>ADARA are able to access DoubleVerify’s dashboard system Pinnacle to obtain Brand Safety data on campaigns.</p> <p>ADARA’s Terms & Conditions state:</p> <p>“ADARA deems sites and content to be inappropriate based on (but not limited to) the following default exclusion criteria.” These are based on IAS exclusion criteria.</p> <ul style="list-style-type: none"> “ ● Adult Content ● Malware/Adware ● Violence ● Illegal Downloads ● Hate and Racism ● Illegal Drugs ● Fraudulent clicks ● Malicious Websites ● Peer to Peer File Sharing ● Weapons” <p>All tools mentioned above are non JICWEBS certified.</p> |

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| 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. | ADARA's takedown policy is included in their Terms & Conditions and states: "In the event ADARA becomes aware of an incidence of ad misplacement ADARA will remove the ad as soon as is practicably possible. ADARA will action take down no later than 24 working hours after written notification is received. The contractual consequences of ad misplacement will be agreed between ADARA and the Advertiser on a case by case basis." |
| 6 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? | |

Verified by

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



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| Statement of verification provider: | <p>We have reviewed ADARA'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, ADARA 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.