

DTSG Brand Safety Certificate



UK: ADARA Media UK Ltd
 We Work Waterhouse Square
 138 Holborn
 London
 EC1N 2SW

Ireland: ADARA Media

Business/Brands Certified:
 ADARA Media UK / ADARA Media
 (Ireland)

Service provided:
 Technology

Month of verification:
 November 2019

Good Practice Principles

How ADARA 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.

Digital display advertising transactions are governed by ADARA's Insertion Orders (IOs), referencing ADARA's Advertiser Terms and Conditions. These are available to view here:

<https://adara.com/eu-advertiser-terms-conditions/>

Transactions may also be governed by buyers' IOs containing the buyers' Ts & Cs.

ADARA have MSA's with self-serve clients which reference IAB Standard Terms and Conditions. These are available to view here:

https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf

ADARA also has agreements with a number of sell-side exchanges and 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 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).

ADARA or buyers' IOs contain intentions and/or targeting instructions of where advertising should (or should not) appear.

ADARA has an inappropriate schedule (blacklist) which is run across all campaigns.

Clients can also choose to implement their own appropriate and inappropriate schedules as requested.

<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 Brand Safety Policy which states:</p> <p>“Maintaining quality inventory and ensuring a safe ad-serving environment are key considerations for ADARA.</p> <p>We employ a diligent verification process to ensure the inventory we purchase is properly filtered to exclude questionable and compromised sites. This includes monitoring and blocking cookies and IPs that exhibit atypical behaviour as part of our ongoing campaign performance management, ongoing site list management and working closely with a select set of inventory and verification partners.”</p> <p>The Brand Safety Policy is located at the following link: https://adara.com/brand-safety/</p> <p>This link is also included on ADARA’s IOs.</p>
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<p>4 Sellers should be able to explain the process(es) that form the basis of specific provision 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 (non-JICWEBS certified) 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>We also have use of DoubleVerify’s post-bid IQM pixel product (JICWEBS certified) to monitor and manage our inventory enabling us to use its tag solution to offer extra protection.”</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:</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>ADARA apply their blacklist to campaigns run on the Facebook Audience Network.</p>
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Good Practice Principles	How ADARA complies
	Campaigns run on YouTube use the platform's built-in tools to exclude certain sensitive categories.
<p>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.</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>ADARA's takedown policy is included in Section 5 of their Terms & Conditions and states:</p> <p>"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."</p> <p>Where agreements are made subject to buyers' Ts & Cs, ADARA will adhere to the takedown terms as specified in the agreement.</p>
<p>6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>	ADARA have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.
<p>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?</p>	None

Statement of verification provider:

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.

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.

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.