

UK Good Practice Principles certificate



Adobe Advertising Cloud

Company: Adobe Advertising Cloud
 Adobe Offices,
 1 Old Street Yard,
 London,
 EC1Y 8AF
<https://www.adobe.com/uk/#>

Business/Brands verified:	Adobe Advertising Cloud
Service provided:	Demand Side Platform (DSP)
Month of verification:	July 2018

Findings

Good Practice Principles	Description of compliance with the Principles
<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 advertising transactions for managed accounts are governed by Adobe Advertising Cloud insertion orders (IO's)/ other primary agreements referencing Adobe standard Terms and Conditions.</p> <p>https://wwwimages2.adobe.com/content/dam/acom/en/legal/terms/enterprise/pdfs/GeneralTerms_NA_2017v1.pdf</p> <p>The exception to the above are buyers, whose agreements reference the individual buyer's Terms and Conditions which govern their digital display advertising transactions.</p> <p>Self-Serve Accounts sign the Adobe Advertising Cloud Video Platform Agreement.</p> <p>Adobe also has signed primary agreements with Exchanges, Publishers and SSP's.</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>Adobe Advertising Cloud and/or Buyer's IO's/other primary agreements contain intentions and/or targeting instructions of where advertising should (or should not) appear.</p> <p>Adobe Advertising Cloud has a global appropriate schedule (vetted and approved whitelist) from which buyers can select sites to run against their campaigns.</p> <p>Adobe Advertising Cloud has an inappropriate schedule (blacklist) which is run across all campaigns.</p>



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<p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p>Buyers can also provide Adobe Advertising Cloud with their own blacklist to run against their campaigns.</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>Adobe Advertising Cloud confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“we help you to take a proactive approach to protecting your brand’s equity. Adobe Advertising Cloud lets you take control of your digital advertising campaigns to prevent them from mixing with content and properties that don't align with your brand’s image.”</p> <p>The Brand Safety Policy also states: “we help ensure your ads are running on brand safe content through our multi-layered content and quality screening.”</p> <p>The Brand Safety Policy is located here: https://www.adobe.com/uk/advertising-cloud/protecting-brand-equity.html</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>Adobe Advertising Cloud’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“Site and App Level Screening A specialised team reviews every site for quality and content to remove any unsafe inventory, such as pirated content, hate speech, extremism and more.</p> <p>Contextual Targeting Successfully target only the pages with content relevant to your ad. You can also exclude content or specific URLs that are harmful or irrelevant to your brand.</p> <p>Pre-bid filtering Detect and prevent ads from being delivered with objectionable content.”</p> <p>Adobe offers clients the optional use of pre-bid and monitoring content verification tools including IAS, DoubleVerify and non JICWEBS certified tools peer39 and Proximic.</p>
<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>Adobe Advertising Cloud's takedown policy is as follows:</p> <p>We will accept and investigate any feedback from a customer for any sites that may constitute non-brand safe content or potential invalid ad placements or invalid traffic. These investigations sometimes involve monitoring and working directly with supply partners or sites. Depending on the severity, we may or may not block while we are investigating (we may need active data to come to a conclusion).</p> <p>Self serve clients are able to pause, stop or remove sites and apps themselves</p>

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	For clients that are buying on the open market and require protection up front, contextual targeting via one of our partnerships is recommended.

Verified by

Company: ABC Ltd
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211 High Street,
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HP4 1AD



Statement of verification provider:	<p>We have reviewed Adobe Advertising Cloud’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, Adobe Advertising Cloud 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.