

DTSG Brand Safety Certificate



Adobe Advertising Cloud

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

Business/Brands Certified:

Adobe Advertising Cloud

Service provided:

Reseller, Technology

Month of verification:

May 2019

Good Practice Principles

How Adobe Advertising Cloud 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.

Adobe's accounts are entirely self-serve, which are governed by Adobe sales orders, which contain sales order T's and C's, and also reference to standard T's and C's that can be found at:

https://www.adobe.com/content/dam/acom/uk/legal/pdfs/GeneralTerms_UK_2017v1.pdf

Adobe also has signed primary agreements with Exchanges, Publishers and SSPs.

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.

Adobe Advertising Cloud has publisher agreements containing intentions and/or targeting instructions of where advertising should (or should not) appear.

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

Adobe's self-serve platform allows buyers to add sites to their own whitelists to run against their campaigns.

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

Adobe Advertising Cloud has an inappropriate schedule (blacklist) which is run across all campaigns.

B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

Buyers can also add sites they feel are inappropriate for their campaigns to the blacklist using Adobe's self-serve platform.

3 Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly.

Adobe Advertising Cloud confirms the specific provisions applied to minimise the risk of ad misplacement in their Media Quality Suite document which states:

"...we help ensure your ads are running on brand safe content through our multi-layered content and quality screening."

The Media Quality Suite also states: "We provide clients with proprietary brand safety features - including automated tools to prevent ads from appearing alongside objectionable content and a comprehensive screening process by a team of quality assurance specialists."

4

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

Adobe Advertising Cloud's Media Quality Suite explains the processes applied to minimise ad misplacement as follows:

Site and App Level Screening
 Managed by a specialized team who reviews quality and content to remove any unsafe inventory – such as pirated content, hate speech, extremism and more.

Contextual Targeting
 Only target pages with content relevant to your ad. Clients can also exclude content or specific URLs that are not relevant or harmful to their brand.

Pre-bid filtering
 Proactively detect and prevent ads from being delivered on pages with objectionable content before the website loads."

All tools used for contextual targeting and pre bid filtering are non-JICWEBS certified tools, including IAS and DoubleVerify pre bid tools.

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.

Adobe's takedown policy is contained within its Media Quality Suite which is communicated to all clients. As all clients on Adobe's platform are self-serve, any misplaced ads discovered by a client or agency can be immediately paused by the client/agency within the platform, after which Adobe would be notified and investigate the ad misplacement.

Adobe has procedural documentation detailing what is to be done when notified of any ad misplacement, including timeframes for each step in the investigation process, including discussions with clients to take place within 24 hours of notification of ad misplacement. These timeframes are contained within the Media Quality Suite.

The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on a case by case basis with the buyer.

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?

Statement of verification provider:

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.

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.

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.