

UK Good Practice Principles certificate

DTSG UK BRAND SAFETY	JIC WEBS	VALID TO:
		
MARCH 2019		



AppNexus

Company: AppNexus Europe Ltd
 50 Eastcastle Street, Suite 200
 London, W1W 8EA, UK
<http://www.appnexus.com/>

Business/Brands verified:	Appnexus
Service provided:	Advertising Exchange, Demand Side Platform (DSP), Supply Side Platform (SSP)
Month of verification:	February 2018

Findings

Good Practice Principles	Description of compliance with the Principles
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>All buyers and sellers are subject to the terms and conditions of the AppNexus Master Services Agreement, which includes the following conditions on brand safety:</p> <p><u>Buyer-Specific.</u> Company hereby further covenants that, if and when using a Service as a Buyer:</p> <ul style="list-style-type: none"> (i) provide an Ad Unit to us or configure the Ad Unit to link to digital properties (e.g., websites and applications) that (A) will, when viewed or clicked, cause the download or delivery of any software or executable code (without effective user consent), virus, or malicious or social engineering (phishing) code or features, or (B) is obscene, deceptive, or violates or infringes upon the rights of any third party. <p><u>Seller-Specific.</u> Company hereby further covenants that, if and when using a Service as a Seller:</p> <ul style="list-style-type: none"> (i) make Ad Inventory for sale on Sites with content that violates any applicable Law or Service Policy, including Site content that violates or infringes upon the rights of any third party, or is obscene or deceptive.

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	<p><u>Additional Service Rules.</u></p> <ul style="list-style-type: none"> Buyers, Sellers and AppNexus each may reject, remove, block, or deactivate Ad Units, ad tags, Ad Inventory, or Sites for any reason, including non-compliance with our Service Policies or their respective policies, or applicable Law. <p>Buyers and sellers must adhere to the AppNexus Service Policies, which include:</p> <ul style="list-style-type: none"> Policies for Buying Policies for Selling Policies for Data Privacy <p>https://wiki.appnexus.com/display/policies/Home</p> <p>The AppNexus services incorporate a Sales Side Platform (SSP), Demand Side Platform (DSP) and Advertising Exchange that collectively serve as a Facilitator. A Facilitator is a business that provides a technology platform with the primary purpose of brokering, for compensation, the placement of display advertisements between Buyers and Sellers.</p> <p>Facilitators provide the tools and controls to enable Buyers and Sellers to help protect brand safety in line with DTSG requirements.</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>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p>AppNexus partners with a number of third-party service providers that buyers and sellers can contract with independently for brand safety services, including the following JICWEB certified solutions:</p> <p>comScore vCE Validation by comScore</p> <p>The AdSafe Firewall by Integral Ad Science</p> <p>DV Digital IQ – Real-Time Ad Blocking by DoubleVerify</p> <p>Buyers select inclusion (targeting) and exclusion (black list) criteria using the AppNexus Console UI. White lists and black lists are created and maintained from an internal audit process described in section 4.</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>By signing the AppNexus Master Services Agreement and agreeing to AppNexus’ Policies for Selling, sellers confirm that reasonable endeavours will be applied to minimize the risk of ad misplacement.</p>

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	<p>According to the AppNexus Polices for Selling:</p> <p><i>“Customers of the AppNexus platform must have policies and procedures in place to ensure compliance. While individual efforts may vary depending on the circumstances, all members are responsible for actively monitoring and policing any inventory that they make available for sale, and must promptly respond to any violations. AppNexus may review a member’s policies and procedures, and request improvements, including as a requirement to sell through the platform.</i></p> <p><i>AppNexus may, in its discretion, take any reasonable action to protect the health and safety of our platform, our customers, and end users. This includes that AppNexus may disable, block, or otherwise ban, any content, and in some cases suspend or terminate member accounts, to address content or practices it reasonably believes do not conform with its Service Policies.”</i></p> <p>https://wiki.appnexus.com/display/policies/Policies+for+Selling</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>Sellers are required to adhere to the AppNexus Master Services Agreement and Policies for Selling, which require a members to make reasonable efforts to ensure that all inventory made available for sale is compliant with any applicable policies.</p> <p>AppNexus does not require sellers to explain the process(es) for ensuring adherence, unless selected for review.</p> <p>For advertiser’s safety, AppNexus provides two modes of inventory auditing. First, AppNexus maintains a strict set of baseline criteria for excluding unacceptable inventory from being sold over the AppNexus platform. Any inventory that falls within these criteria will be added to the platform blacklist. AppNexus rejects all requests made to their servers originating from an inventory on the blacklist, including auction requests, pixel calls and user syncing activities. Second, inventory available on the AppNexus platform may be tagged with content categories; brand sensitive attributes, and intended audiences, either by the AppNexus audit team, or by selling members of our platform.</p> <ul style="list-style-type: none"> • Platform-Reviewed: AppNexus reviews a sub-set of domains available on the platform. Metadata is provided on a domain level, and is based on the referrer received from the browser, ad server, or aggregator. • Sellers: Auditing may also be done by the network, aggregator, or exchange that represents the publisher. <p>Policies for Selling, including , Generally Applicable Content Prohibitions, Content Allowed but Restricted, Prohibited Sell Side Practices, Policy Enforcement, and Customer Support can be found here</p> <p>https://wiki.appnexus.com/display/policies/Policies+for+Selling</p> <p>Clients of the platform are encouraged to report mis-categorized inventory, or inventory that should be banned under our blacklist criteria, contact us via the Customer Support form</p>

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<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>According to the AppNexus Master Services Agreement, Buyers, Sellers and AppNexus each “may reject, remove, block, or deactivate Ad Units, ad tags, Ad Inventory, or Sites for any reason, including non-compliance with our Service Policies or their respective policies, or applicable Law.”</p> <p>According to the AppNexus Policy for Buying and Selling, AppNexus reserves the right to take any reasonable action to enforce the Service Policies, AppNexus may consider the following:</p> <ul style="list-style-type: none"> • Whether the member has reasonable policies and procedures in place. • Whether the member’s existing policies and procedures were followed. • Whether and how the member has implemented prior recommendations from AppNexus. • The degree to which the incident was preventable or purposeful. • The severity of the incident. <p>https://wiki.appnexus.com/display/policies/Policies+for+Selling</p> <p>https://wiki.appnexus.com/display/policies/Policies+for+Buying</p>

Verified by

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<p>Statement of verification provider:</p>	<p>We have reviewed AppNexus’ policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG UK Good Practice Principles. Our examination was designed to independently confirm that the brand safety policies stated have been implemented and clearly documented where required.</p> <p>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, AppNexus had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK 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.