

DTSG Brand Safety Certificate



AppNexus Europe Ltd
 50 Eastcastle Street
 Suite 200
 London
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 UK

Business/Brands Certified:

AppNexus

Service provided:

Platform

Month of verification:

February 2019

Good Practice Principles

How AppNexus complies

<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>All buyers and sellers are subject to the terms and conditions of the AppNexus Master Services Agreement which requires compliance with the AppNexus Service Policies.</p> <p>The AppNexus Service Policies include:</p> <ul style="list-style-type: none"> Policies for Buying Policies for Selling Policies for Data Providers
<p>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.</p> <p>The Buyers and Sellers should select from one or both of the following means to minimise as 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 Buyers and Sellers pre-delivery).</p>	<p>All transactions within the AppNexus platform are programmatic. Seller and Buyer intentions are communicated in the bid request and bid response, respectively.</p> <p>Buyers have the ability to select and omit content categories and specific domains (appropriate and inappropriate schedules) through the AppNexus UI, or through their DSP UI.</p> <p>AppNexus employs enterprise level blacklists. In addition, buyers can create whitelists and blacklists at the campaign level.</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:</p> <ul style="list-style-type: none"> • comScore vCE Validation by comScore • The AdSafe Firewall by Integral Ad Science • DV Digital IQ – Real-Time Ad Blocking by DoubleVerify

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

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.

Customers of the AppNexus platform must have policies and procedures in place to ensure platform 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. AppNexus reserves the right to take any reasonable action to enforce the Service Policies. AppNexus may consider the following:

- 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.

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

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 our 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.

- **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.

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- comScore vCE Validation by comScore
- The AdSafe Firewall by Integral Ad Science
- DV Digital IQ – Real-Time Ad Blocking by DoubleVerify

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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.

According to the AppNexus Platform Policies:

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 to its Service Policies.

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.

AppNexus generally reserves the right to withhold payment to sellers for any inventory sold on our platform that violates our Service Policies.

According to the AppNexus Master Services Agreement:

"...We may immediately suspend your use of the Services without notice (a) if, acting in good faith, we determine you are in breach of Section 6.1, any Service Policy..."

The AppNexus take down policies can be found in the "Policy Enforcement" sections of the [Buyer and Seller policies](#).

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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?

All Brand Safety policies and controls are addressed above.

Statement of verification provider:

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.

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, AppNexus had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

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UK

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.