

DTSG Brand Safety Certificate



Blis Media Ltd
 Manor House,
 1 Soho Square,
 W1D 3QP
<https://blis.com/>

Business/Brands Certified:

Blis

Service provided:

Reseller, Technology

Month of verification:

September 2019

Good Practice Principles

How Blis 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 advertising transactions are governed by Blis' Insertion Orders (IO's) which reference IAB standard Terms and Conditions.

The IAB Terms and conditions are available to view here:
https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf

Buyers may also provide their own Insertion Orders which reference the Buyers Terms & Conditions.

Self-serve clients sign a separate Blis contract which gives them direct access to the Blis platform. Blis also has agreements with programmatic partners.

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).

Blis and buyers Insertion Orders contain intentions of where advertising should and should not appear.

Blis have a global inappropriate schedule (blacklist) which is run across all campaigns.

Buyers can also provide Blis with their own blacklists or whitelists to run against their campaigns.

3

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

Blis confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

“Blis is dedicated to upholding a high standard of digital brand safety on behalf of the agencies and advertisers we work with. Our approach ensures that we deliver high quality traffic across highly viewable and brand-safe environments.”

It then subsequently describes the methods used as reasonable endeavours such as global blacklists, client whitelists, supply partnerships, third-party verification, and in-house solutions.

The Brand Safety Policy is available to view here:

<https://blis.com/brand-safety-policy/>

4

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

Blis' Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

“Global Blacklist

Blis has an extensive global blacklist which contains a list of inappropriate sites that are prohibited from our network. This list is updated on a continuous basis using both an automated and manual process”

“Client whitelists

Blis can work with agencies and advertisers to build pre-vetted regional whitelists that meet the custom requirements of each of our clients. Whitelists can be applied across each campaign at advertiser and/or agency level to give clients full control over implementation.”

“In-House Solutions:

Our Blis 'Smart Pin' is our proprietary technology that uses a robust filtering process to detect and block inaccurate location data and/or invalid traffic using a ten step filtering process. For example, amongst other uses, we can detect and filter out traffic emanating from a single IP address and/or device ID. Please see below the ten signals we use as part of our filtering process to ensure that the advertisers and agencies we work with target accurate location data.

- Centroid
- Unique Bad Publisher Name
- Precision
- Not enough data
- Country Code
- No country
- Greenwich Symmetric Equator”

Where Blis overlay their location data within 3rd party SSP's, a whitelist of vetted apps is used.

Blis may also use Integral Ad Science's (Non-JICWEBS Certified) content verification tool in either pre-bid, monitoring or blocking mode upon client request.

<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>Blis' take down policy is included in their Brand Safety Strategy document which states:</p> <p>"In the rare scenario that we are alerted to a misplaced ad, once notified by the agency or advertiser, we will blacklist the site within 24 hours and pause the campaign until the issue has been resolved. If we are alerted outside of our working hours, the ad will be removed the following working day. Blis will endeavour to fully investigate the cause of the violation and take any necessary actions to prevent the occurrence from happening again."</p> <p>"Self Service clients using our Blis platform are able to pause the campaign immediately and blacklist the relevant publisher accordingly. In addition, Blis will be contacted to investigate this issue blacklisting any risky sites at a network level."</p> <p>The takedown policy also states:</p> <p>"The contractual consequences of not taking down an advert in accordance with our Takedown policy are evaluated and agreed with the client on a case by case basis."</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>	<p>Blis have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaints Monitoring Procedure.</p>
<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>	<p>-</p>

Statement of verification provider:

We have reviewed Blis' 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, Blis had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

ABC
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.