

# DTSG Brand Safety Certificate



Captify Media Ltd  
 5 Langley Street,  
 Covent Garden, London,  
 WC2H 9JA  
 Tel: (+44) 2078 126330

Business/Brands Certified:

Captify

Service provided:

Platform

Month of verification:

February 2019

## Good Practice Principles

## How Captify 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.

Buyers agree to the Captify's advertiser Terms and Conditions via the insertion order. The Advertiser Terms and Conditions include the following requirements for Brand Safety and Advertising Placement

*"Company will use all commercially reasonable endeavours, including the use of an independently-certified content verification tool to minimize placement of advertising on: (i) websites containing illegal content; and (ii) any websites specifically agreed in writing by Company with Advertiser as inappropriate, with the applicable criteria in each case to be agreed prior to delivery of the campaign."*

Sellers agree to the Captify publisher's terms by completing the Captify Publisher Solutions Agreement. The publisher agreement addresses brand safety in the Publisher's Obligations as follows:

*"[The Publisher] shall not execute any of the Data Transfer Mechanisms on any Publisher Property that has not been specifically approved by Captify for participation in the Solutions in writing (email being sufficient)."*

Captify's current brand safety policy is available at <http://www.captify.co.uk/wp-content/uploads/2017/05/Captify-Brand-Safety-Ad-Placement-Policy.pdf>

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.

Buyers state their intention as to where the advertising should or should not appear in the Insertion Order.

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

The Captify Publisher Solutions Agreement states, publishers (sellers) *"shall not execute any of the Data Transfer Mechanism on any Publisher Property that has not been specifically approved by Captify for participation in the Solutions in writing (email being sufficient)."*

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

## Good Practice Principles

## How Captify complies

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

Captify offers the following means to minimize ad misplacement:

- A. Captify has contracted with Integral Ad Science [integralads.com](http://integralads.com) for brand protection and content verification services.
- B. Captify also uses appropriate and inappropriate schedules, also known as “whitelists” and “blacklists.”

In addition, by agreement with clients, Captify can apply customer whitelists and/or blacklists corresponding to a particular advertiser’s brand guidelines.

3

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

Captify confirms the specific provisions applied to minimise the risk of ad misplacement in the Captivate Brand Safety and Ad Placement Policy, which can be found here:

<http://www.captify.co.uk/wp-content/uploads/2017/05/Captify-Brand-Safety-Ad-Placement-Policy.pdf>

4

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

Captify has contracted with Integral Ad Science [integralads.com](http://integralads.com) for brand protection and content verification services. Captify uses IAS’s brand segment technology to exclude sensitive segments and sites from their targeting.

In addition to the use of an independently certified content verification tool, Captify also uses appropriate and inappropriate schedules, also known as “whitelists” and “blacklists.”

Captify’s blacklist includes thousands of websites whose content they or the third party verifiers consider to be inappropriate. The blacklist is regularly updated. Every campaign runs against this master blacklist.

Captify’s whitelist includes thousands of websites that have been manually verified by Captify or by third party verifiers.

Lastly, by agreement with advertisers, Captify can apply custom whitelists and/or blacklists corresponding to a particular advertiser’s brand guidelines.

The Captivate Brand Safety and Ad Placement Policy can be found here: <http://www.captify.co.uk/wp-content/uploads/2017/05/Captify-Brand-Safety-Ad-Placement-Policy.pdf>

Integral Ad Science explains their brand safety tool on their own site,

[www.integralads.com](http://www.integralads.com)

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.

The Captify Terms and Conditions state the contractual consequences of non-performance.

### **Publisher Term and Conditions**

“...either party shall be entitled to terminate this Agreement with immediate effect if the other party:

- (a) becomes insolvent, or if an order is made or a resolution is passed for its winding up, or if an administrator, administrative receiver or receiver is appointed in respect of its assets or business; or
- (b) is in material breach of its obligations under this Agreement and (if such breach is capable of remedy) has not remedied such breach within five business days of written notice to do so.”

**Advertiser Terms and Conditions: Brand Safety and Advertising Placement**

*“Company will use all commercially reasonable endeavours, including the use of an independently-certified content verification tool to minimize placement of advertising on: (i) websites containing illegal content; and (ii) any websites specifically agreed in writing by Company with Advertiser as inappropriate, with the applicable criteria in each case to be agreed prior to delivery of the campaign. Company’s current brand safety policy is available at <http://www.captify.co.uk/brand-safety/#BrandSafety>*

*As soon as Company becomes aware of any Advertisement appearing on any website contrary to the provisions of clause 4.1, then Company will as soon as practicable remove such Advertisement and the provisions of clause 8.1 shall apply in respect to any impressions delivered on such websites.”*

**Captive Take Down Policy**

*“TAKE-DOWN POLICY The application of this policy is designed to ensure that brand misplacement does not occur. In the event Captify becomes aware of an ad appearing on a site that is considered inappropriate, then Captify will as soon as practicable take down the ad. The contractual consequences of this are as agreed with the client in each case, but as standard Captify will normally discount such placement against the current or a future campaign or make no charge for that placement. If you have any questions about any of the information contained in this document please contact your Captify account manager or email [info@captify.co.uk](mailto:info@captify.co.uk)”*

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?

All Brand Safety policies and controls are addressed above.

Statement of verification provider:

We have reviewed Captify’s 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, Captify had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

BPA Worldwide  
Clerkenwell House  
45-47 Clerkenwell Green  
Clerkenwell, London  
EC1R 0EB  
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.