

DTSG Brand Safety Certificate



Conversant Europe Limited
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 London.
 SW15 2SH
www.conversantmedia.com

Business/Brands Certified:

Conversant

Service provided:

Reseller, Technology

Month of verification:

April 2019

Good Practice Principles

How Conversant 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 display advertising transactions are governed by Conversant insertion orders (IOs) referencing Conversant's standard Terms and Conditions (T&Cs). Some buyers also use their own IOs, referencing their own T&Cs.

Conversant has signed agreements with DSPs and Exchanges.

Conversant also have their own General Publisher Agreements, which publishers agree to upon registration with Conversant.

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.

Agreed IOs contain intentions 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:

Conversant has an inappropriate schedule (blacklist) which is run across all campaigns.

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

Buyers can also provide Conversant with their own blacklist or whitelist to run against their campaigns.

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

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

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

"Conversant Europe is committed to giving our clients confidence and control in the environment their advertising campaigns are placed. This document details the actions we take to ensure our clients run their digital advertising in a safe and transparent manner.

Good Practice Principles

How Conversant complies

Conversant Europe will only work with sites, apps and exchanges that share our commitment to brand safety."

The Brand Safety Policy is located at the following link: http://www.conversantmedia.co.uk/legal/brand_safety_policy

A link to the Brand Safety Policy is also included on Conversant's insertion orders.

Conversant communicates the processes and procedures to minimise the risk of ad misplacement via their brand safety policy with an annual update email which contains a link to its location.

4

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

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

"We continuously monitor inventory quality using both ad verification technology and human inspection.

Conversant Europe operates a blacklist policy to block URLs based on categories including, but not limited to, the following:

- Adult content
- Nudity
- Alcohol
- Hate speech
- Offensive language
- Violence
- Illegal drugs
- Illegal downloads
- Adware/Malware

If our clients have specific domains/apps they would like to block from a campaign these can be accommodated.

Alternatively, campaigns can be run on a specific whitelist when supplied. Buyers can outline this requirement by requesting its inclusion on an Insertion Order".

Conversant will run the CV tool 'The AdSafe Firewall' by Integral Ad Science (JICWEBS certified tool) as a pre-bid blocking/firewall where the use of this tool is requested by the client.

Conversant can also run Double Verify (DV) tool (non-JICWEBS certified) to a campaign if requested by the client.

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.

Conversant's takedown policy is included in their Brand Safety Policy on their website and states:

"In the event of a client's advertisement appearing in an environment they deem inappropriate Conversant Europe will make all reasonable efforts to remove the placement within 48 hours of written notification or within the timescales stated in agreed contracts, whichever is earlier.

The contractual consequences of any ad misplacement or not taking an ad down in accordance with our Takedown Policy will be assessed and agreed with the client on a case by case basis.

Any incident of misplacement identified by our clients should be directed to brandsafety@conversantmedia.com

Providing the date, time, URL/App and an outline of the misplacement will ensure the request is processed as efficiently as possible."

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 Conversant’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, Conversant 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.