

UK Good Practice Principles certificate



Company: Coull
 77 Stokes Croft
 Bristol
 BS1 3RD
<http://coull.com/>

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| Business/Brands verified: | Coull |
| Service provided: | Supply Side Platform (SSP) |
| Month of verification: | April 2018 |

Findings

| Good Practice Principles | Description of compliance with the Principles |
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| <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>Digital Video advertising transactions are governed by buyers Insertion Orders or Master Service Agreements. These contain the buyer’s terms and conditions.</p> <p>Sellers will sign the Coull Insertion Orders or Master Service Agreements.</p> <p>The Coull IO references the Standard IAB terms and conditions with the following wording: “Except as otherwise specified, this Agreement is governed by version 3.0 of the AAA / IAB Standard Terms and Conditions (“Standard Terms”).”</p> <p>Coull also have signed Master Service Agreements with Supply Side Platforms.</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> <ul style="list-style-type: none"> 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 Buyer and Seller pre-delivery). | <p>Coull insertion orders/other primary agreements contain intentions and/or targeting instructions of where advertising should (or should not) appear.</p> <p>Buyers that do not use the Coull IO have their own IOs and T’s & C’s which make reference to targeting instructions and the use of appropriate / inappropriate schedules.</p> <p>Coull has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.</p> |

| Good Practice Principles | Description of compliance with the Principles |
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| | <p>Coull has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide Coull with their own blacklist to run against their campaigns.</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>Coull confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>"Brand safety insurance for Coull Platform partners is very important to us and an integral part of our Traffic Quality Assurance (TQA) Program. Coull simply do not and will not tolerate the trafficking of content that may endanger, depreciate or damage the brand reputation of our Platform Partners or advertisers represented via our platform. This is why Coull authenticates every inventory supply source and monitor the billions of impressions we serve to uphold the integrity of our Platform and Partners."</p> <p>The Brand Safety Policy is located at the following URL: http://coull.com/our-policies/brand-safety/</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>The Coull Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>"Coull operates and enforces a strict brand safety policy with Coull Platform Partners. This policy defines and controls the types of content that will not be tolerated on the Coull Platform.</p> <p>The following content is prohibited:</p> <ul style="list-style-type: none"> • All content falling under the following IAB content categories and sub-categories thereof: <ul style="list-style-type: none"> • (IAB25-1) Unmoderated UGC • (IAB25-2) Extreme Graphic/Explicit Violence • (IAB25-3) Pornography • (IAB25-4) Profane Content • (IAB25-5) Hate Content • (IAB25-6) Under Construction • (IAB25-7) Incentivised • (IAB26-1) Illegal • (IAB26-2) Warez • (IAB26-3) Spyware/Malware • (IAB26-4) Copyright Infringement • (IAB25) Non-Standard Content • (IAB26) Illegal Content <p>Coull maintains additional content categories for any content that falls outside of the IAB content categories. Coull may block any content within these categories if it is deemed unsatisfactory by Coull Compliance."</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>The Coull Takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“Coull Platform supply partners are expected to ensure all traffic they send us is in accordance with Coull’s brand safety policy. Partners who do not comply, or fail to cooperate under this or any other application area of Coull’s TQA program may be subject to partial or complete suspension of services until a re-negotiation of their quality status with Coull is met.</p> <p>Coull also upholds the right to suspend partial or complete services based on other data that may be collected by our wider procedures but not included in detail here.</p> <p>Partners are encouraged to contact compliance@coull.com to discuss any further details or areas of concern regarding adherence to this or any other area of Coull’s TQA program.”</p> |

Verified by

Company: ABC Ltd
 Saxon House,
 211 High Street,
 Berkhamsted,
 Hertfordshire.
 HP4 1AD



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| <p>Statement of verification provider:</p> | <p>We have reviewed Coull’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.</p> <p>In our opinion, at the time of our review, Coull had established policies to minimise ad misplacement as described in the JICWEBS DTSG 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.