

DTSG Brand Safety Certificate



Coull
77 Stokes Croft
Bristol
BS1 3RD
coull.com

Business/Brands Certified:

Coull

Service provided:

Reseller, Technology

Month of verification:

April 2019

Good Practice Principles

How Coull 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 video advertising transactions are governed by buyers Master Service Agreements. These contain the buyers' terms and conditions.

Sellers will sign the Coull Insertion Orders or Master Service Agreements which contain Coull's terms and conditions and reference the Platform Acceptable Use Policy and the Brand Safety Policy:

<http://coull.com/our-policies/platform-acceptable-use-policy/>

<http://coull.com/our-policies/brand-safety/>

Coull's Insertion Orders also reference 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")."

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).

Coull's primary agreements and buyers own primary agreements contain intentions of where advertising should (or should not) appear.

Coull have a network of publisher sites from which buyers can select sites to run against their campaigns.

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

Buyers can also provide Coull with their own whitelist or blacklist 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.

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

“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.”

The Brand Safety Policy is located at the following URL: <http://coull.com/our-policies/brand-safety/>

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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.

The Coull Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

“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.

The following content is prohibited:

- All content falling under the following IAB content categories and sub-categories thereof:

- (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

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.”

Coull use Admetrics (non-JICWEBS Certified) for monitoring all campaigns.

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 Coull Takedown Policy is included in their Brand Safety Policy on their website and states:

“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.

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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.

Should Coull be informed by a partner of site or ad activity that does not adhere to the brand safety policy the site in question will be paused within 24 hours pending review.

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."

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 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.

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.

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.