

UK Good Practice Principles certificate



Company: Google DoubleClick Ad Exchange (AdX)
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 United Kingdom
<https://www.doubleclickbygoogle.com/>

Business/Brands verified:	Google DoubleClick Ad Exchange (AdX)
Service provided:	Advertising Exchange
Month of verification:	May 2018

Findings

Good Practice Principles	Description of compliance with the Principles
<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>Buyers agree to The Google DoubleClick Ad Exchange Buyer Terms, which include:</p> <ul style="list-style-type: none"> (i) the applicable Program guidelines, (ii) all applicable Partner policies made available by Google to Customer and (iii) if Customer offers to buy advertising inventory through the Program from Google's AdSense program, for that advertising inventory, applicable AdWords program policies (collectively (i), (ii) and (iii), as modified from time to time, "Policies"). <p>Sellers are governed by the Platform Services Terms and Conditions, which include:</p> <ul style="list-style-type: none"> (i) Google Platforms Program Policies; (ii) the Google DoubleClick Ad Exchange (AdX) Seller Program Guidelines; (iii) the EU user consent policy; and (iv) any other policy and implementation guidelines identified in an applicable Order Form or provided by Google to Company (in each case, as modified from time to time).
<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>AdX offers settings and whitelists/blacklists for Buyers and Sellers to exclude or include sites, categories, content, brands or applications that they deem appropriate or inappropriate for ad serving.</p>

Good Practice Principles	Description of compliance with the Principles
<p>The Buyers and Sellers should select from one or both of the following means to minimise ad misplacement:</p> <ol 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>To ensure that AdX sends the most appropriate impression calls, Buyers must "pre-target" (see Pretargeting configurations in section 4) to receive requests for impressions. It is recommended that Buyers carefully configure their content targeting restrictions so that AdX will only send requests for impressions that match the targeting criteria desired. This can be done in the AdX user interface or using the Buyer REST Pretargeting API. The targeting criterion is set up through the PretargetingConfig resource and acts as a filter for the bid requests which will be sent to the bidder. Any sites, verticals or audience lists the Buyer targets at the Ad Group level will do the same.</p> <p>While AdX does not itself use Content Verification tools from third parties, Buyers and Sellers may choose to use any tools or services from third party vendors certified by Google for Research-Verification services. Allowed vendors via the DoubleClick Ad Exchange can be found here.</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>In order to filter ads serving to undesirable destinations, AdX uses the Google Display Network (GDN) Content Classification program, which applies machine learning and knowledge engineering problems with the objective to classify, organize and annotate web content, including user queries, advertising, and video.</p> <p>Publisher quality operations team also conducts page-level and app level reviews. Policy violations are bucketed into content-based violations and behavior violations based on the GDN content classifier tool, internal queries, and/or user reports, which includes:</p> <ul style="list-style-type: none"> • Content-based violations such as pornography, websites sharing copyrighted material, and pages containing hateful comments. • Behavioral violations such as inciting to click, mislabeling, using more ad units than allowed, modifying the ad code. <p>Automated systems monitor and verify compliance with targeting and exclusions settings.</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>AdX offers the following tools for Buyers or Sellers to block or report the serving of a display advertisement to destinations defined as inappropriate:</p> <ul style="list-style-type: none"> • Ad Exchange Inventory Controls • Inventory Selector: Allow or Block • Pretargeting Configurations • Display Planner • General category blocking • Sensitive category blocking • Restricted category opt-ins

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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>In addition to the “white list – black list” and “pre-targeting” controls listed above, Sellers may use the Creative Review Tool to review and approve/disapprove ads that can show up on their properties.</p> <p>Should Buyers and Sellers fail to monitor ad misplacement, AdX may, pursuant to the AdX Buyer terms and the AdX Seller Guidelines, suspend ad serving and/or terminate the AdX service.</p> <p>Enforcement policies are fully transparent and posted to the AdX website. The appropriate links can be found below:</p> <p>Ad Exchange policies and enforcement</p> <p>Platform program policies</p> <p>Ad Exchange Seller Guidelines</p> <p>Google Webmaster Guidelines</p> <p>Ad Exchange Ad Code Implementation Requirements</p>

Verified by

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Statement of verification provider:	<p>We have reviewed Google DoubleClick Ad Exchange (AdX) 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.</p> <p>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, Google DoubleClick Ad Exchange (AdX) had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK 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.