

DTSG Brand Safety Certificate



Encore Digital Media Ltd
 75 Bermondsey Street
 London,
 SE1 3XF
 UK
<http://encoredigitalmedia.net/>

Business/Brands Certified:

Encore Digital Media Ltd

Service provided:

Agency

Month of verification:

July 2019

Good Practice Principles

How Encore Digital Media Ltd 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.

In the Encore Digital Media insertion order, buyers and sellers agree to the [4A's/IAB Standard Terms and Conditions Version 3.0](#).
 Where buyer IOs are used, they reference individual buyer's Terms and Conditions which govern their digital display advertising transactions.

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).

Insertion orders include the details of the ad campaign, including designated whitelist sites.
 A. Encore Digital Media uses DoubleVerify as their primary CV tool.
 B. Encore Digital Media only serves advertisements on Encore Digital Media and/or advertiser approved whitelisted sites. Any sites not on the Encore Digital Media, or Client whitelists, are effectively blacklisted.

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

Encore Digital Media only serves advertisements on Encore Digital Media and/or advertiser approved whitelisted sites. Any sites not on the Encore Digital Media, or Client approved whitelists, are effectively blacklisted.
 Encore Digital Media uses a combination of human review and a third-party technology solution, DoubleVerify, to minimize the risk of ad misplacement.

4

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

Encore Digital Media vets and approves all sites before they are added to the whitelists. The head of operations is responsible for visiting the sites and making the final approval.

The sites to be added to a whitelist must meet the following requirements:

- **Genuine Publications**
The URLs of the site must be checked to make sure they do not redirect. The site must have genuine editorial content rather than being a portal purely for adverts.
- **Content Specific**
For general whitelist use, a site must fall into one of the following categories: News, Business, or Technology. For campaign/advertiser specific whitelist use, a site must be related to the specific content/industry/subject which is the subject of the campaign/advertiser.
- **Not be exclusively User-Generated Content**
Sites with purely user-generated content are prohibited.
- **Have predominantly content flanked ad placements**
For whitelist use, a site must have ad placements which commensurate on the page with the content of the page. The pages of the site must be checked from top to bottom. If there are many ad placements which appear well below the content, the site should not be added to a white list.
- **Brand Safe**
Sites used on whitelists must not include:
 - Adult content
 - Hate content
 - Copyright infringement
 - Extreme violence
 - Gambling content
 - Drug and Alcohol content
 - Illegal activities
 - Religious content
 - File sharing sites
 - Dating sites
 - Political sites
 - Unmoderated forums and blogs

Encore Digital Media uses DoubleVerify as their primary CV tool. DoubleVerify is activated through a third-party Demand Side Platform for all campaigns as the default setting.

Encore Digital Media's third-party DSP has a global network blacklist and also provides third-party tools for keyword brand safety filtering.

Encore Digital Media blocks all sites that do not provide fully transparent URLs.

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.

Campaigns are subject to 4A's/IAB Standard Terms and Conditions.

If an ad falls outside of an appropriate schedule, Encore Digital Media will remove the ad within 24 hours. Encore Digital Media has the ability to remove URLs instantly from a whitelist, or add to a blacklist, within their DSP.

Encore Digital Media includes their take-down policy in their first party insertion orders and on their [Brand Safety](#) page.

Should an advertiser have any brand safety related query or concerns, Encore Digital Media will initiate the take down procedure, which ensures activity will be paused and an investigation is launched within 24 hours of notification from either the client or Encore's own discovery. Such notifications should be directed to either the client services contact or directly to the ad ops team at delivery@encoredigitalmedia.net.

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?

Encore Digital Media's Brand Safety measures are fully represented above.

Statement of verification provider:

We have reviewed Encore Digital Media'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, Encore Digital Media had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

BPA Worldwide
 Second Home Clerkenwell Green
 45-47 Clerkenwell Green
 Clerkenwell, London
 EC1R 0EB
 United Kingdom
www.bpaww.com

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.