

## DTSG Brand Safety Certificate



Exponential Interactive  
 4th Floor,  
 95 Southwark Street,  
 London,  
 SE1 0HX  
<http://exponential.com/en-gb/>

### Business/Brands Certified:

Exponential Interactive

### Service provided:

Reseller

### Month of verification:

May 2019

### Good Practice Principles

### How Exponential Interactive 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 Exponential insertion orders, referencing the Exponential Interactive UK Advertiser Terms and Conditions.

Exponential's Advertiser Terms and Conditions are available to view here:

<http://exponential.com/documents/uk-terms-and-conditions/>

There are also some buyers whose agreements reference the individual buyer's Terms and Conditions.

Publishers who apply for site representation by Exponential agree to the Web Publisher Agreement.

The Web Publisher Agreement is available to view here:

<http://exponential.com/terms-conditions/>

Exponential also buy inventory through programmatic partners where the terms and conditions are the sellers.

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).

Exponential and buyers insertion orders contain intentions and targeting instructions of where advertising should (or should not) appear.

Exponential have a global appropriate schedule, (whitelist), of vetted Publishers and Sites where buyers can select to run their campaigns.

Exponential have a global inappropriate schedule, (blacklist) which is run on all campaigns.

Exponential will also apply blacklists supplied by buyers to campaigns if requested.

3

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

Exponential confirm the specific provisions applied to minimise the risk of ad misplacement via their Safety Guidelines which is publicly available on their website.

A link to the Safety Guidelines is available to view here: <http://exponential.com/safety-guidelines/>

Additionally, for buyers using Exponential's Insertion Orders, the Terms and Conditions specify:

"Exponential will make reasonable commercial efforts to minimize the risk of Ads being displayed alongside inventory which has been identified by Advertiser in advance of a campaign as inappropriate, whether such inventory is sourced directly and/or indirectly."

4

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

Exponential's Brand Safety Policy outlines the processes to minimise the risk of ad misplacement. In summary, these processes are as follows:

- Exponential represents a list of vetted, named publishers, which is made available to clients. This is their appropriate schedule.
- Exponential do not accept sites onto their network that contain pornography, promote excessive use of alcohol, tobacco or illegal substances; contain violence, profanities, expletives or inappropriate language, illegal activity such as copyright infringement, racism, hate, mail fraud, spam or pyramid schemes
- Exponential uses its own content verification technology called PageGuard, (not JICWEBS certified) on all campaigns unless otherwise requested. PageGuard claims to limit the possibility of ads appearing on inappropriate content.
- Additionally, Exponential can implement the use of third party integrations with CV tools such as Integral Ad Science AdSafe Firewall and Double Verify's Real Ad Blocking, (certified to JICWEBS standards), which can be configured to client requirements.
- Exponential's inventory is subject to regular scanning and re-vetting to provide assurance that its Brand Safety criteria are being adhered to.

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 Exponential Take Down Policy is included in the Brand Safety page on the website and states:

"If violations are seen, adjust the campaign targeting until the violations go below the predetermined threshold or disappear altogether. Correction of flagged violations will occur within 48 hours, but best endeavours will be made to rectify immediately.

The contractual consequences of not responding appropriately to a takedown request in the specified time frame will be subject to the terms of individual IOs."

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 Exponential’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, Exponential 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.