

# UK Good Practice Principles certificate



Company: Fifty  
 White Bear Yard  
 144a Clerkenwell Road  
 London  
 EC1R 5DF  
<https://fifty.io/>

Business/Brands verified:	Fifty
Service provided:	Technology
Month of verification:	July 2018

## Findings

Good Practice Principles	Description of compliance with the Principles
<p><b>1</b> 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 advertising transactions are governed by Fifty’s insertion orders, referencing the standard IAB / 4As terms and conditions.</p> <p>The IAB standard Terms and Conditions are available to view here: <a href="https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf">https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf</a></p> <p>Fifty also has signed primary agreements with DSP’s.</p>
<p><b>2</b> 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"> <li>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</li> <li>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</li> </ul>	<p>Fifty’s insertion orders contain intentions and targeting instructions of where advertising should (or should not) appear.</p> <p>Fifty place reliance on the inappropriate schedules within the DSP's partnered with.</p> <p>Fifty have an appropriate schedule which buyers can choose to run their campaign against solely, by agreement.</p> <p>Buyers can also provide Fifty with their own appropriate or inappropriate schedule to run against their campaigns.</p> <p>Fifty through their DSP partner platforms, use the JICWEBS standard certified CV tool, The Ad Safe Firewall by Integral Ad Science as pre-bid blocking on all campaigns.</p> <p>As standard Fifty block all brand safety categories where the risk is Very High, High and Moderate and additionally where the content is unrateable.</p>

Good Practice Principles	Description of compliance with the Principles
<b>3</b> 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>Fifty confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:            “Fifty is committed to providing the highest possible levels of brand safety for clients and advertisers and minimizing the risk of ad misplacement in line with industry standards.”</p> <p>The Brand Safety Policy is located at the following link:  <a href="https://fifty.io/brand-safety.php">https://fifty.io/brand-safety.php</a></p> <p>A link to the Brand Safety Policy is also included on Fifty insertion orders.</p>
<b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.	<p>Fifty’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>CV Tools: Fifty through their DSP partner platforms, use the JICWEBS standard certified CV tool, The Ad Safe Firewall by Integral Ad Science as pre-bid blocking on all campaigns. As standard Fifty block all brand safety categories where the risk is Very High, High and Moderate and additionally where the content is unrateable.</p> <p>Blacklists: Fifty’s blacklist includes websites whose content are considered to be inappropriate. Every campaigns runs against this master blacklist</p> <p>Whitelists: Fifty have whitelists of sites for different audience segments. It is possible to run a campaign against a whitelist only, by agreement.</p> <p>Advertiser and Agency Blacklists and Whitelists: Additionally, by agreement with our clients, Fifty can apply bespoke whitelists and/or blacklists corresponding to a particular advertiser’s brand guidelines.</p>
<b>5</b> 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>Fifty Media's takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“The application of this policy is designed to ensure that brand misplacement does not occur. In the event Fifty becomes aware of an ad appearing on a site that is considered inappropriate, then Fifty will as soon as practicable take down the ad.</p> <p>The contractual consequences of this are as agreed with the client in each case, but as standard Fifty will normally discount such placement against the current or a future campaign or make no charge for that placement. If you have any questions about any of the information contained in this document please contact your Fifty account manager or email <a href="mailto:hello@fiftymedia.com">hello@fiftymedia.com</a>”</p>
<b>6</b> 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?	

**Verified by**

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Statement of verification provider:

We have reviewed Fifty’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, Fifty had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

**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.