

# UK Good Practice Principles certificate



Company: Gameloft  
 4 Pancras Square  
 London  
 N1C 4AG  
<http://www.gameloft.com/>

Business/Brands verified:	Gameloft
Service provided:	Publisher / Content Creator
Month of verification:	August 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 with buyers are governed by Gameloft insertion orders, referencing Gameloft’s General Terms and Conditions.</p> <p>Gameloft’s standard Terms and Conditions are available to view here: <a href="http://mkt-web.gameloft.com/static/glads-cms/Gameloft_Mobile_Advertising_Terms_Conditions.pdf">http://mkt-web.gameloft.com/static/glads-cms/Gameloft Mobile Advertising Terms Conditions.pdf</a></p> <p>Gameloft also has signed primary agreements with programmatic partners.</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>Gameloft’s insertion orders contain intentions of where advertising should (or should not) appear. In addition to the insertion orders, buyers may complete a media pack, detailing intentions of where advertising should appear.</p> <p>Gameloft’s has a global appropriate schedule (whitelist) from which buyers can select apps to run against their campaigns, all apps within the appropriate schedule are owned by Gameloft.</p>

Good Practice Principles	Description of compliance with the Principles
<p><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>	<p>Gameloft confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“Gameloft is committed to the highest standards of brand safety, transparency and consumer privacy.”</p> <p>The Brand Safety Policy is located at the following link:  <a href="http://www.gameloft.com/advertising-solutions/en/brand-safety-policy/">http://www.gameloft.com/advertising-solutions/en/brand-safety-policy/</a></p>
<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>	<p>Gameloft’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“Gameloft has a full control over the content of its applications developed in-house.</p> <p>All digital advertising campaigns are managed by Gameloft in-house campaign management team using technology and verification techniques to ensure inappropriate contents are excluded.</p> <p>Ads displayed in Gameloft’s applications are placed in a high quality environment for advertisers with moderated user generated content or non-gaming related content. Additionally, advertising placements are designed, by Gameloft’s production team, as part of the user experience.”</p> <p>“Gameloft has established advertisers’ and licensors’ black/white list to minimize ad misplacement and prevent any delivery issues and is checking ad content before and/or after they go live. Each game has its own specific restriction available on demand.</p> <p>In any case, ads shall not contain any of the following content, at Gameloft’s sole discretion: indecent, obscene or pornographic material, hate speech, highly controversial content, drugs, cigarettes and content associated with smoking, content that promotes violence, content that violates any applicable law, regulation or third parties, and content that disparages, ridicules, derogates, harasses, threatens, defames, or libels any third party or any product or service provided by a third party.”</p>
<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>	<p>Gameloft's takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“In the eventuality that an ad should appear against content deemed inappropriate, Gameloft will work directly with the appropriate teams to remove the advert within 24 hours. Teams can be contacted with the email address available on the IO.</p> <p>The contractual consequences of ad misplacement will be agreed between Gameloft and the Advertiser or Gameloft’s partner on a case by case basis.”</p>

Good Practice Principles	Description of compliance with the Principles
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

Company: ABC Ltd  
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Statement of verification provider:	<p>We have reviewed Gameloft'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.</p> <p>In our opinion, at the time of our review, Gameloft had established policies to minimise ad misplacement as described in the JICWEBS DTSG 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.