

UK Good Practice Principles certificate

DTSG UK BRAND SAFETY	JIC WEBS	<small>VALID TO:</small>  <small>ePrivacy</small> <small>JUNE 2019</small>
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Company: GumGum, Inc.
 1314 7th St. 4th Floor
 Santa Monica, CA
 90401
<http://www.gumgum.com>

Business/Brands verified:	GumGum
Service provided:	Reseller
Month of verification:	June 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>GumGum's buyers have agreed Insertion Orders which reference applicable Terms and Conditions for digital display advertising. GumGum's own Insertion Orders reference the Standard IAB Terms and Conditions which are available here: https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf. GumGum also has signed agreements with individual Publishers.</p>
<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>The Buyers and Sellers should select from one or both of the following means to minimise ad misplacement:</p> <p>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</p> <p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p>CV tool (A): DoubleVerify (certified to the JICWEBS standards)</p> <ul style="list-style-type: none"> • Configuration of CV tool: can be configured as to several different criteria • Business implementation: Options for adjustment of placements do exist • Monitoring and reporting: Detailed campaign reporting available • Consequences of dysfunction/ misuse: Own internal policies are used to describe the processes in case of malfunctions <p>Appropriate/ Inappropriate Schedules (B):</p> <p>GumGum only uses an appropriate schedule of vetted publishers on its advertising network. Within this network, buyers specify targeting instructions on Insertion Orders.</p>

Good Practice Principles	Description of compliance with the Principles
	<p>GumGum has an inappropriate schedule (blacklist) that is run across all of its campaigns. Buyers can also include GumGum their own blacklist to run against their campaigns.</p> <p>All campaigns on GumGum's platform are run with a combination of 3rd party verification like DoubleVerify and the company's own internal content verification.</p> <p>Regarding its own technology, GumGum has two main mechanisms for managing content verification. The first is an anti-keyword system that manages a list of keywords that are auto-triggered to block an ad from delivering on a website. This list is managed internally and contains over 1000. The second system GumGum has is a computer vision technology which identifies people within images and can detect the percentage of skin that is visible.</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>Sellers are required to adhere to the GumGum Terms of Service for all publishers, which require a members to make reasonable efforts to ensure that all inventory made available for sale is compliant with any applicable policies. This is covered in publisher restrictions section (i. e. Section 2) of their terms and conditions.</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>GumGum's Brand Safety Policy outlines the processes to minimize the risk of ad misplacement.</p> <p>In summary, these processes are as follows:</p> <ol style="list-style-type: none"> 1. GumGum has carried out site vetting on all publishers within their network. 2. GumGum's own proprietary brand safety technology, is run on all campaigns with the intention of blocking the serving of ads based on scanning for keywords and combinations of keywords and applying computer vision to identify objects in images that are deemed unsafe (i. e. guns, nudity, etc.). 3. GumGum runs all campaigns with either DoubleVerify or IAS. 4. GumGum runs a global blacklist that contains negative words, which serves to minimize the risk of ads being served on sites where those words appear. 5. All Publishers must adhere to the Publisher Guidelines which can be found on the GumGum website: http://www.gumgum.com/legal/

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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.	GumGum's takedown policy is included in their Brand Safety Policy on their website (see http://insights.gumgum.com/brand-safety-guidelines). It states: "GumGum is committed to provide quality inventory. If a client raises written concern about a website to their account manager we will review all reporting for that domain and remove the client's ad within 48 business hours. The consequences of any ad misplacement will be agreed on a case by case basis with the buyer."
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?	N/A

Verified by

Company: ePrivacy GmbH
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 20354 Hamburg
 Germany
www.eprivacy.eu



Statement of verification provider:	<p>Experts from ePrivacy have reviewed the material, documentation and responses on the JICWEBS DTSG Brand Safety criteria, which were evaluated. The enquiries have been designed to substantiate the material, documentation and responses and independently confirm that the brand safety policies stated are designed to fulfil the JICWEBS DTSG Brand Safety criteria, are operationally in place and well documented where required. In our opinion, the implementation of JICWEBS DTSG Brand Safety criteria are fairly implemented and reflect the required brand safety criteria.</p> <p>ePrivacy did not test the compliance with the processes and procedures in practice.</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.