

DTSG Brand Safety Certificate



Index Exchange – IX Toronto
 HQ
 74 Wingold Avenue
 Toronto, ON M6B 1P5
 416.785.5908

Business/Brands Certified:

Index Exchange

Service provided:

Technology

Month of verification:

March 2020

Good Practice Principles

How Index Exchange 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.

Sellers agree to the Index Exchange Inc.'s Master Services Agreement (MSA), which includes provisions for Brand Safety.

Buyers agree to the Index Exchange's Real Time Bidding Agreement, which includes provisions for advertising material compliance.

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.

All transactions within the Index Exchange are programmatic. Seller and Buyer intentions are communicated in the bid request and bid response, respectively.

The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:

Index Exchange employs enterprise level whitelists and blacklists. In addition, buyers and sellers can create their own whitelists and blacklists using the Index Exchange UI.

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

Every new direct publisher account, domain, or app is subject to a robust vetting and evaluation process, detailed in Section 4.

B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

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.

Index Exchange confirms the provisions applied to minimize the risk of ad misplacement in the "Index Exchange Ad-Misplacement Policy and Procedure." In addition, their "Description of Methodology" details the company's policies and procedures covering Inventory Acquisition, Creative and Inventory Evaluation and Assessment, Transaction Execution, and Inventory Partner Vetting and Re-Vetting.

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

Every new direct publisher account, domain, or app is subject to a robust vetting and evaluation process, which includes:

- Content classification to the IAB Tech Lab version 2.0 context taxonomy (Tiers 1 and 2)
- Rating for content (All Audiences; Mature Audiences)
- Verification of traffic and sources
- Referral domains
- Verification of social media presence
- Vetting for non-standard classifications
- Meeting a minimum request volume
- Confirming the site has been live for at least one year
- Compliance with the Obligations of the Publisher, noted in the Master Services Agreement.

Re-vetting, checking, and monitoring are performed on a periodic basis to ensure that the site ratings stay current. Publishers are reviewed on a periodic basis as part of Index Exchange's internal audit.

Index Exchange only works with publishers that are directly owned and/or operated or have an exclusive partnership with the websites, mobile sites or applications to represent their Ad Operations (per the MSA) and have been established and operating for greater than one year.

In addition to accessing supply from direct publishers, Index Exchange operates an Enterprise Division for indirect inventory acquisition. All prospective enterprise partners are required to provide a list of their owned and operated and/or direct publisher supply. Their site/app list is used to evaluate the inventory quality and partnership opportunities.

Index Exchange does not allow for partners to submit third-party inventory (other SSPs or Ad Networks). If the exchange is not able to provide site mapping, and Index Exchange is not able to identify the inventory as owned and/or operated or direct publisher inventory through references, then Index Exchange will not proceed with the integration. Index Exchange requires complete transparency into partner supply.

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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.

According to the Index Exchange MSA for Term and Termination Rights:

"This MSA may be terminated: (a) at any time when one Party provides the other Party with thirty (30) calendar days' prior written notice; (b) immediately if the other Party commits a material breach of its obligations hereunder that is not cured within ten (10) days after written notice thereof from the non-breaching Party."

According to the Index Exchange Real Time Bidding Agreement for Termination for Breach:

"Either Media Company or Buyer may terminate this Agreement at any time if the other party is in material breach of its obligations hereunder, which breach is not cured within 10 days after receipt of written notice thereof from the non-breaching party. Additionally, if Buyer or Advertiser breaches its obligations by violating the same Policy three times (and such Policy was provided to Buyer or Advertiser) and receives timely notice of each such breach, even if Buyer or Advertiser cures such breaches, then Media Company may terminate this Agreement or placements associated with such breach upon written notice. If Buyer or Advertiser does not cure a violation of a Policy within the applicable 10-day cure period after written notice, where such Policy had been provided by Media Company to Buyer, then Media Company may terminate this Agreement and/or placements associated with such breach upon written notice."

Take Down Policies:

The Index Exchange Inventory Take Down Policy can be found in their public Knowledge Base, https://kb.indexexchange.com/Demand/Campaign_Blocks.htm. In addition to the take down policy, this link provides brand safety guidance for both publishers and demand partners.

The Take Down Policy referenced above includes specific Brand Safety Measures for Publishers:

"As part of Index Exchange's (IX) commitment to a clean marketplace and delivering high ad quality standards, all ads, domains, and ad products are vetted to ensure they serve the publisher's needs and are not inappropriate. IX conducts human reviews on all creatives passing through the exchange and has procedures in place to ensure that publishers can review, edit, and provide feedback on the quality of their ads.

In the unlikely event that you encounter a creative that does not serve the needs of your site, please reach out to your IX Representative. From there, your IX Representative will notify the Exchange Quality team who will further assess the creative's general suitability to serve on IX and then determine the appropriate approach for investigating and resolving the issue. In the interim, you can also block the specific creative or brand from displaying on your site. For instructions, see [Concerns with a Creative](#)."

In addition, The Take Down Policy referenced above also includes specific Brand Safety Measures for Demand Partners:

"If your creative is displayed on a publisher's site that doesn't meet your quality standards or requirements, IX has controls in place to help remove the site from the exchange.

You can request to remove any creative from a publisher's site by contacting your IX Representative. Once we have received your creative removal request, IX will block the site(s) from your DSP integration and launch an investigation into the site(s) to determine whether further remedial actions are necessary. A risk assessment will be completed, following the removal request, to test our internal controls and adjust any of our Demand Partners' preferences."

6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

Index Exchange has a documented process for handling DTSG logged complaints.

7 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?

All applicable Brand Safety policies and controls are addressed above.

Statement of verification provider:

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

JICWEBS Standard:



Verified by:



Address:

BPA Worldwide
 Clerkenwell House
 45-47 Clerkenwell Green
 Clerkenwell, London
 EC1R 0EB
 UK

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.