

# DTSG Brand Safety Certificate



Inskin Media  
 233 High Holborn,  
 London  
 WC1V 7DN  
<http://www.inskinmedia.com/>

**Business/Brands Certified:**

Inskin Media

**Service provided:**

Technology

**Month of verification:**

June 2020

## Good Practice Principles

## How Inskin Media 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 advertising transactions are governed by the Inskin Insertion Orders (IO's) which contain the Inskin Terms & Conditions. The IO also includes a link to the Brand Safety page on the Inskin Media website.

Inskin also has agreements with buyers who use their own IO's and contain the buyers' Terms and Conditions.

Inskin have agreements with Publishers which contain the Inskin Publisher Terms and conditions.

Inskin also have a Master Service Agreements with a programmatic partner, where the terms agreed are the partners'.

**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.

Inskin Media have a closed Publisher Network and all campaigns are delivered against a tailored set of websites, which are agreed between Inskin Media and the client prior to the campaign start.

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

The Inskin Media IO specifies the audience targeting instructions for the preselected vetted sites from Inskin Media's closed Publisher Network.

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

Buyers that do not use the Inskin Media IO have their own IO's and T's & C's which make reference to targeting instructions and the use of appropriate / inappropriate schedules.

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.

Inskin Media confirm reasonable endeavours in the Brand Safety Policy on their website.

"Inskin Media is committed to providing outstanding customer service for our brand clients and publisher partners. We provide high quality, brand safe environments for digital advertisers, with complete transparency about how brands appear around site content."

A link to the Brand Safety Policy is included on Inskin Media's insertion orders.

This Brand Safety Policy is located here:  
<http://www.inskinmedia.com/brand-safety.html>

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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.

Inskin Media's Brand Safety Policy states:

"In compliance with DTSG's Primary Agreement, Inskin only offers ad placements across a list of vetted sites."

"... all campaigns are tested, activated and monitored internally at regular intervals, for all of Inskin's formats across our entire portfolio."

"Inskin is directly accountable for all new site integrations: no new publishers join our partner portfolio via a third party, and there is no syndication of Inskin placements to third party sites."

In addition to their appropriate schedule, Inskin use a keyword targeting tool (non-JICWEBS approved) to exclude specific keywords.

The Brand Safety policy continues:

"All known sensitive content, or media non-compliant with DTSG's agreed principles, are excluded from Inskin's network via specific integration or keyword targeting."

"This includes any content on a website that is sexually explicit, footage of real or simulated violence, criminal activity, promotes extreme political views, promotes hatred towards individuals or group on the basis of race, religion, sexual preference or other social/cultural factors, instructs or promotes crime, violence or unsafe behaviour, like bomb or weapon making, drug use, gaining unauthorised access to computers, fraud, or terrorist activities. Additionally, Inskin regularly reviews its publisher portfolio against the Police Intellectual Property Crime Unit's (PIPCU) Infringing Website List to ensure that our client's advertising does not run on copyright-infringing websites."

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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.

Inskin Media's Take Down Policy is included in their Brand Safety Policy on their website and states the following in relation to the take-down process and consequences:

"In the eventuality that an ad should appear against content deemed inappropriate, Inskin will make every reasonable effort to take down this placement as soon as possible. All take-down requests received within UK business hours (Monday – Friday, 9am – 5:30pm GMT) will be actioned within two hours of confirmed receipt. The same process applies if an ad deemed commercially sensitive should appear on any of our publisher partners' sites."

"The contractual consequences of not taking down an ad in accordance with our Take Down Policy are evaluated on a case by case basis. Contractual elements to this policy are IO specific."

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

Inskin Media have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

**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 measures are addressed above.

**Statement of verification provider:**

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

JICWEBS Standard:



Verified by:



Address:

ABC  
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.