JIC WEBS

DTSG Brand Safety Certificate

LoopMe
Ground Floor 32 – 38 Saffron Hill
London
EC1N 8FH

Business/Brands Certified:
LoopMe

Service provided:
Reseller / Technology

Month of verification:
November 2019

Good Practice Principles	How LoopMe 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 buyers insertion orders (IO's) referencing the buyers terms and conditions. There are also LoopMe IO's which reference the LoopMe Customer Terms and Conditions. LoopMe's Customer Terms and Conditions are available to view here: https://loopme.com/advertiser-terms-conditions/ Self-serve buyers agree to the LoopMe Platform License Agreement, which includes LoopMe's Ts&Cs. LoopMe's vetted publishers agree to the LoopMe Publisher Ts&Cs located on their website at: https://loopme.com/publisher-terms-conditions/ LoopMe also have signed third party agreements with Publishers, RTB Exchanges, SSPs and DSPs.
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. The Buyers and Sellers should select from one or both of the following means to minimise as misplacement: A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).	LoopMe's IOs and buyer's IOs contain targeting instructions of where advertising should (or should not) appear. LoopMe has a global appropriate schedule of vetted and approved sites from which buyers can select sites to run against their campaigns. LoopMe also has an inappropriate schedule (blacklist) which is run across all campaigns. Buyers can also provide LoopMe with their own blacklist to run against their campaigns.

Good Practice Principles	How LoopMe complies

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.

LoopMe confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Guidelines which states:

"At LoopMe we take the issue of Brand Safety…seriously. Not only do we partner with leading verification companies, LoopMe also implement stages on both a campaign and network-wide level"

LoopMe's Brand Safety Guidelines are available to view here:

https://loopme.com/brand-safety-guidelines/

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

LoopMe detail the processes to minimise ad misplacement in their Brand Safety Guidelines.

"At LoopMe we work on two levels to ensure we are delivering brand-safe traffic, technological implementations and human verification.

Human Verification - Each time a new publisher applies to work with LoopMe, the publisher receives a thorough vetting process to evaluate the content of the site(s) submitted and to ensure the traffic is genuine"

This task is undertaken by LoopMe's publisher support team, who are trained to assess the quality of sites submitting to work with LoopMe.

"Once analysed, sites are divided into three categories, those which are blacklisted outright (no ad traffic will ever run), and those which are approved and 'brand safe'. These are then classed as Gold, Silver and Bronze."

"LoopMe uses a strict whitelist of exchanges and publishers. Whitelists are based on sites/apps passing our verification process and categorisation as above."

"Domain blacklists are rigorously enforced at LoopMe and all domains on the list are excluded from campaigns. Blacklists have been created from our years of data mining and human audits as outlined above and are updated weekly. We can also ingest any client blacklists where necessary."

"A site/app could be blacklisted for belonging to one of the following banned categories: Adult/Nudity/Sex, Drugs/Alcohol/Tobacco, Healthcare/Drugs/Pills/Prescription/Medication/Dieting, Illegal Activity/Counterfeit Goods, Illegal Downloading/Streaming/Torrent, VPN, Violence/Hate/Bad language, Weapons, Peer to Peer/Forums/File Sharing, Politics/Lobbies, Religion."

"To eradicate any potential issues of brand safety… LoopMe have partnered with MRC accredited companies MOAT, Integral Ad Science and Forensiq (The products used are Non JICWEBS certified tools). Specifically, they are used to determine and block any inventory that is deemed suspicious or consistent with adult, gambling, download, drug, nudity, alcohol, hate speech, offensive language content."

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.

The LoopMe Brand Safety Guidelines state:

Good Practice Principles	How LoopMe complies
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.	"If an ad was to appear on a website or in content that a client deems inappropriate, clients should contact their Account Manager. The campaign will be paused while the issue is investigated by the LoopMe team. All takedown requests received within UK Business hours (Monday-Friday 0900-1800) will be actioned within the working day, or within the timescales specified in individual terms and conditions with best endeavours for this to be done immediately. The contractual consequences of not taking down an ad in accordance with this Takedown Policy are evaluated on a case by case basis."
6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.	LoopMe have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaints 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?	None

Statement of verification provider:

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

JICWEBS Standard:

JIC|WEBS
DTSG
UK BRAND SAFETY
VALID TO:
abc
NOVEMBER 2020

Verified by:

abc

Address:

ABC Ltd
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.