

# UK Good Practice Principles certificate

<b>DTSG</b> <b>UK BRAND SAFETY</b>	<b>JICWEBS</b>	VALID TO: 
		JULY 2019



Company: Mapp Media  
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 Mapp.media

Business/Brands verified:	Mapp Media
Service provided:	Sales House
Month of verification:	June 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>Mapp.Media’s buyers agree to Insertion Orders (IOs) which reference both the Terms and Conditions for digital display advertising, referenced here: <a href="http://mapp.media/terms/">http://mapp.media/terms/</a> and the Brand Safety Policy. Both articles can be found on the Mapp.Media website, referenced here: <a href="http://mapp.media/2018/06/01/mapp-media-brand-safety-policy/">http://mapp.media/2018/06/01/mapp-media-brand-safety-policy/</a></p> <p>Mapp.Media deals exclusively with direct deals and has no agreements in place with any advertising exchanges.</p> <p>On occasion buyers will reference their own Terms and Conditions, which will be included in the IO, governing the digital advertising transactions.</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> <p>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</p>	<p>As a saleshouse, Mapp.Media does not implement its own content verification tools. When onboarding inventory Mapp.Media will confirm that all partners, buyers and publishers, use third party content verification tools.</p>

Good Practice Principles	Description of compliance with the Principles
<p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p>Additionally, the onboarding process includes human review by Mapp Media. See section 2 of Mapp Media’s brand safety policy:</p> <p><i>“Monthly reviews on content are also conducted for all of Mapp Media’s partners. For our partners that allow user generated content on pages where advertising is sold, measures of control are in place. Specific brand safety guidelines pertaining to these partners are available from Mapp Media upon request.”</i></p> <p>Insertion Orders explicitly name all of the in-app inventory that adverts should appear on. Therefore the insertion order acts as the whitelist, with everything not listed on the IO considered as a blacklist.</p> <p>Content that is blacklisted by our publishers, include (but not limited to) the following:</p> <ul style="list-style-type: none"> <li>Sexual Content</li> <li>Banned Substances</li> <li>Extremist Content</li> <li>Copyrighted Content</li> <li>Illicit Content</li> <li>Viruses/Spyware/Malware</li> <li>Adware</li> </ul> <p>In addition to the IO appropriate schedule limitations Mapp Media incorporates any blacklists and whitelists that our clients put forth for their campaigns, in accordance with their guidelines.</p> <p>Mapp Media will implement any blacklists and whitelists supplied by buyers.</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>Mapp Media’s brand safety policy is available on its website at:</p> <p><a href="http://mapp.media/2018/06/01/mapp-media-brand-safety-policy/">http://mapp.media/2018/06/01/mapp-media-brand-safety-policy/</a></p> <p>All partners are provided a link to the brand safety policy as part of the vetting and on boarding process, prior to inventory being accepted for resale.</p> <p>All buyers are provided the brand safety policy as part of the IO. Buyers using different IO’s are provided a link to the brand safety policy via email.</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>Mapp Media outlines their brand safety process on their Brand Safety Policy on their website:</p> <ul style="list-style-type: none"> <li>• All new publishers are manually vetted to classify content in line with Mapp Media’s brand safety criteria. Described above.</li> <li>• Inappropriate content is blacklisted. Described above.</li> </ul>

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	<ul style="list-style-type: none"> <li>Mapp Media conducts ongoing quality checks to provide assurance that it continues to adhere to the originally agreed brand safety criteria.</li> <li>User generated content is monitored as described in section 2 of Mapp Media’s brand safety policy: <i>“For our partners that allow user generated content on pages where advertising is sold, measures of control are in place. Specific brand safety guidelines pertaining to these partners are available from Mapp Media upon request.”</i></li> </ul>
<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>The Mapp Media take down policy is included in the Brand Safety Policy <a href="http://mapp.media/2018/06/01/mapp-media-brand-safety-policy/">http://mapp.media/2018/06/01/mapp-media-brand-safety-policy/</a> and states: <i>“We ensure that all the publishers we work with maintain strict take-down policies that are applied in timely manner. This is for response to potential alignment against inappropriate content, as well as wider concerns such as current affairs, ensuring that the client’s interests are protected as soon as practicable.</i> <i>Mapp Media represents a number of publisher who are based across the globe. For those publishers who are based within or close to Europe, the turnaround time is considerably short, and any urgent requests for takedowns will be responded to within 3 business hours. For those publishers based further abroad, such as those in the United States, we maintain a 1 business day turnaround for urgent requests.</i> <i>Mapp Media’s internal Operations Team, a team of more than 5 individuals, is at hand to manage communication with our publishers during all business hours should the need arise. They can be contacted on <a href="mailto:adops@mappmedia.com">adops@mappmedia.com</a>. Any client advertising that appears against blacklisted content will not be charged.”</i></p>

**Verified by**

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Statement of verification provider:

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

## 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.