

# UK Good Practice Principles certificate



Company: Mobsta  
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 London  
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 www.mobsta.com

Business/Brands verified:	Mobsta
Service provided:	Reseller, Technology
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>Buyers that sign the Mobsta IO agree to the Advertisers Terms &amp; Conditions; a link to which is located on the IO: <a href="https://www.mobsta.com/terms-conditions">https://www.mobsta.com/terms-conditions</a></p> <p>Mobsta also agree to other buyers IOs &amp; T's &amp; C's.</p> <p>Mobsta have agreements and agree to the T's &amp; C's of Ad Exchanges.</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> <ul style="list-style-type: none"> <li>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</li> <li>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</li> </ul>	<p>The Mobsta IO and/or Campaign Brief specifies the targeting instructions and may include appropriate and / or inappropriate schedules.</p> <p>Buyers that do not use the Mobsta IO have their own IOs and T's &amp; C's which make reference to targeting instructions and the use of appropriate / inappropriate schedules.</p> <p>Seller's agreements contain intentions as to where advertising should or should not appear.</p> <p>Mobsta have global appropriate and inappropriate schedules that are applied to all campaigns.</p> <p>Buyers can also provide Mobsta with their own inappropriate schedule to run against their campaigns.</p>

Good Practice Principles	Description of compliance with the Principles
<p><b>3</b> 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>Mobsta confirm the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“Mobsta is committed to protecting brands against the major issues plaguing brand safety facing the mobile display market. The processes that Mobsta have implemented to minimize risk to advertisers and ensure their ads are served in a safe environment are outlined below...”</p> <p>The Mobsta Brand Safety Policy can be found here: <a href="https://www.mobsta.com/brand-safety-policy">https://www.mobsta.com/brand-safety-policy</a></p> <p>A link to the Brand Safety Policy is also included on Mobsta’s insertion orders.</p> <p>On request, Mobsta communicate the brand safety policy by email including a link to its location online.</p>
<p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>The Mobsta Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p><b>“Quality Control/Assurance</b></p> <p>Integrated SSPs to the Mobsta DSP provide levels of Quality Control/Assurance:</p> <ul style="list-style-type: none"> <li>3) Appropriate/Inappropriate Schedules: (manually vetting 3rd Party Website redirects before acceptance to their platforms)</li> <li>4) Prohibited Ad Content: not allowed under any circumstance <ul style="list-style-type: none"> <li>4a) Obscene or pornographic material, adult material, adult services, nudity, excessive profanity</li> <li>4b) Violent content, racial intolerance, or advocacy against any individual, group, or organization</li> <li>4c) Illicit drugs or drug paraphernalia</li> <li>4d) Tobacco, electronic cigarettes, smoking paraphernalia, or medical/recreational marijuana</li> <li>4e) Promotion of illegal activity, services, or content that violate applicable laws.....”</li> </ul> </li> </ul> <p><b>“Third Party Verification</b></p> <p>Mobsta has partnered with IAS, (Non JICWEBS approved tools) to provide measurement of key brand safety metrics across Mobsta campaigns.....</p> <p>agencies and advertisers are able to measure with their preferred vendor of choice”</p> <p>Mobsta also use appropriate and inappropriate schedules, details of which are included in the Brand Safety Policy.</p>

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<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.	The Mobsta takedown policy is included in their Brand Safety Policy on their website and states:  “If Mobsta becomes aware of a Brand Safety violation or ad misplacement, we will attempt to take prompt steps to block and/or remove the problematic publisher application. The publisher application may be blacklisted or the campaign may be paused by Mobsta whilst the relevant parties (Mobsta/client) investigate, based on the nature of the request. All take down requests received within business hours (Monday-Friday 730am-530pm) will be executed within one working day, or within the timescales specified in individual terms and conditions, with best practices for expediting this request as soon as possible. The contractual consequences of not taking down an advertisement in accordance with agency/advertiser request are agreed with Mobsta on a case-by-case basis. Mobsta will fully investigate the cause of the violation and take any necessary actions to prevent a recurrence.”
<b>6</b> 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?	

### Verified by

Company: ABC Ltd  
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 Berkhamsted,  
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 HP4 1AD



Statement of verification provider:	We have reviewed Mobsta’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, Mobsta had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.
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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.