

DTSG Brand Safety Certificate



Mobsta
 97 Charlotte Street
 London
 W1T 4QA
 www.mobsta.com

Business/Brands Certified:

Mobsta

Service provided:

Reseller, Technology

Month of verification:

July 2019

Good Practice Principles

How Mobsta 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.

Buyers that sign the Mobsta IO agree to their Advertisers Terms & Conditions, (Ts&Cs.), which are located at the following link: <https://www.mobsta.com/terms-conditions>

Mobsta only offer a Managed service in the UK.

Mobsta also agree to buyers own IOs & Ts&Cs.

Mobsta have agreements with DSP's and SSP's / Ad Exchanges

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 Mobsta IO and/or Campaign Brief specifies the targeting instructions and where advertising should / should not appear.

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

Buyers own IO's and Ts&Cs also make reference to targeting instructions and where advertising should / should not appear.

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

Mobsta have a global appropriate schedule, (Whitelist), where buyers can select sites to run their campaigns against.

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

Buyers can also provide Mobsta with their own inappropriate schedule (Blacklist) to run against their campaigns.

3 Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly.

Mobsta confirm the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

"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>The Mobsta Brand Safety Policy can be found here: https://www.mobsta.com/brand-safety-policy</p> <p>A link to the Brand Safety Policy is also included on Mobsta’s email signatures.</p>
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<p>4 Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.</p>	<p>The Mobsta Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“Quality Control/Assurance</p> <p>Integrated SSPs to the Mobsta DSP provide levels of Quality Control/Assurance:</p> <p>3) Appropriate/Inappropriate Schedules: (manually vetting 3rd Party Website redirects before acceptance to their platforms)</p> <p>4) Prohibited Ad Content: not allowed under any circumstance</p> <p>4a) Obscene or pornographic material, adult material, adult services, nudity, excessive profanity</p> <p>4b) Violent content, racial intolerance, or advocacy against any individual, group, or organization</p> <p>4c) Illicit drugs or drug paraphernalia</p> <p>4d) Tobacco, electronic cigarettes, smoking paraphernalia, or medical/recreational marijuana</p> <p>4e) Promotion of illegal activity, services, or content that violate applicable laws.....”</p> <p>“Third Party Verification</p> <p>“Mobsta has partnered with... IAS, (Non JICWEBS approved tool).... to provide measurement of key brand safety metrics across Mobsta campaigns.....”</p> <p>“Mobsta can also run client-provided tags from all the major third-party trackers....., so that 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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<p>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.</p> <p>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.</p>	<p>Mobsta’s Takedown policy is included in their Brand Safety Policy which is communicated via a link in their email signatures. It states:</p> <p>“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.”</p> <p>“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.”</p>
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6 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?

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.

JICWEBS Standard:



Verified by:



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.