

# UK Good Practice Principles certificate



Company: Oath (EMEA) Limited  
 5-7 Point Square,  
 North Wall Quay,  
 Dublin 1,  
 Ireland  
<https://www.oath.com/en-gb/>

Business/Brands verified:	Oath (EMEA) Limited
Service provided:	Platform, Publisher / Content Creator, Reseller, Technology
Month of verification:	October 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><b><u>Video Syndication Network, Oath Native Marketplace, Oath Reserved, Oath Owned &amp; Operated Properties, MSN Properties, Oath DSP managed, Tumblr Sponsored Post &amp; Tumblr Sponsored Day</u></b></p> <p>Buyers that sign the Oath Insertion Order (IO), agree to Oath’s Standard Terms &amp; Conditions (Ts&amp;Cs). This is located on the Oath website at:  <a href="https://policies.oath.com/ie/en/oath/terms/advertising/mas terterms-322/index.html">https://policies.oath.com/ie/en/oath/terms/advertising/mas terterms-322/index.html</a></p> <p>The Ts&amp;Cs page on the Oath UK website also has links to the Oath Brand Safety Policy, Publisher Ts&amp;Cs, and the Platform Ts&amp;Cs</p> <p>Oath also have some advertisers who use their own IOs but agree to Oath's Ts&amp;Cs.</p> <p><b><u>Oath SSP, Video Syndication Network, Oath Native Marketplace, Oath DSP (Self-Serve)</u></b></p> <p>Self-Serve platform users sign a platform agreement and agree to the platform Ts&amp;Cs via the main Ts&amp;Cs page above or at the following link  <a href="https://policies.oath.com/ie/en/oath/terms/ad/platforms/index.html">https://policies.oath.com/ie/en/oath/terms/ad/platforms/index.html</a></p>

Good Practice Principles	Description of compliance with the Principles
	<p><b><u>Video Syndication Network, Oath Native Marketplace, Oath Reserved, Oath Owned &amp; Operated Properties, MSN Properties</u></b></p> <p>Oath’s vetted publishers agree to the Oath - Advertising Publisher Ts&amp;Cs via the main Ts&amp;Cs page link above or via the following link  <a href="https://emea.adspecs.oath.com/pages/oathsupplypolicies/?rnd=1#Section3">https://emea.adspecs.oath.com/pages/oathsupplypolicies/?rnd=1#Section3</a></p> <p>(Publisher Obligations)</p> <p>Oath businesses also have signed third party agreements with Publishers, RTB Exchanges, SSPs and DSPs.</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>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p><b><u>Video Syndication Network, Oath Native Marketplace, Oath Reserved, Oath Owned &amp; Operated Properties, MSN Properties, Oath DSP managed, Tumblr Sponsored Post &amp; Tumblr Sponsored Day</u></b></p> <p>The Oath IO specifies the targeting instructions.</p> <p>Buyers that do not use the Oath IO have their own IOs which also make reference to targeting instructions.</p> <p>Buyers can select sites from an Appropriate Schedule, (whitelist) of Oath’s vetted and approved sites.</p> <p>Oath businesses will also run inappropriate schedules (blacklists) supplied by advertisers if requested.</p> <p><b><u>Oath SSP, Video Syndication Network, Oath Native Marketplace, Oath DSP (Self-Serve)</u></b></p> <p>Self-Serve customers using Oath’s platforms can also select from Oath’s whitelist and add sites to a blacklist.</p>
<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>The Oath UK Digital Trading Statement and UK Brand safety Policy states:</p> <p>“Oath use a variety of both proprietary and commercial tools from third party verification companies, in order to offer a safer, more secure environment for our advertisers focusing on site content.....”</p> <p>"Depending on the needs and service levels offered to our clients, Oath either uses or offers a combination of tools, systems and processes to ensure a great experience across syndicated partners, owned &amp; operated properties, as well as media purchased across our programmatic buying platform."</p> <p>Oath’s UK Brand Safety Policy is located on the Oath UK website at:  <a href="https://policies.oath.com/ie/en/oath/terms/advertising/massterms-322/">https://policies.oath.com/ie/en/oath/terms/advertising/massterms-322/</a> /index.html via a link in the “DISPLAY ADVERTISING PROGRAM” section part 9;  <a href="https://emea.adspecs.oath.com/pages/brandsafetypolicy/?rnd=1">https://emea.adspecs.oath.com/pages/brandsafetypolicy/?rnd=1</a></p> <p>Oath’s IO also has the link above to the Ts&amp;Cs page on the Oath website which links to the Oath - Brand Safety Policy.</p>

Good Practice Principles	Description of compliance with the Principles
<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><b>Site Vetting</b></p> <p>Oath manually vets all 3rd party websites before acceptance to their platforms to ensure that they only contain appropriate content for their advertisers. The same vetting process is carried out for websites accessed via their RTB exchange partners. Oath's ad server and filtering technologies prevent ads from being served to URLs which are not on their approved list.</p> <p>Oath explains the processes to minimise ad misplacement in their Brand Safety Policy which states the following;</p> <p>"Prohibited Content</p> <p>All supply is subject to Oath's supply policy; <a href="https://emea.adspecs.oath.com/pages/generalguidelines/?rnd=1">https://emea.adspecs.oath.com/pages/generalguidelines/?rnd=1</a>.</p> <p>This list of prohibited content is provided for illustrative purposes only and is not intended to be an exhaustive list of all prohibited content. Oath may modify this policy at any time without notice.</p> <p>Adware, Banned Substances.....Embargoed or Sanctioned Products / Services, Family Planning, Gambling, Illicit Content, Misleading Content, Offensive Content, Sexual Content, Uncontrolled or Un-moderated User Generated Content, Viruses/Spyware/Malware, Weapons &amp; Violence."</p> <p><u>"Tumblr (sponsored posts &amp; sponsored day)</u></p> <p>Tumblr's content is all UGC, Community Guidelines are here detailing what we do and do not allow on the platform <a href="https://www.tumblr.com/policy/en/community">https://www.tumblr.com/policy/en/community</a>."</p> <p>Tumblr's search and explore pages are placed on safe mode by default. If the default safe mode is switched off, content deemed Not Safe For Work, 'NSFW' appears and the ad slot is skipped entirely, until there's a place in the stream that is deemed as brand safe.</p> <p><b>Appropriate &amp; Inappropriate Schedules</b></p> <p>Managed &amp; Self-Serve clients can select specific sites from Oath's approved whitelist to run their campaigns against and also add their own blacklists.</p> <p><b>CV Tools (Not applicable to Tumblr &amp; MSN Properties)</b></p> <p>Oath use their own proprietary and 3rd party tools to monitor where ads are delivered. For Oath Owned and Operated sites, contextual targeting can be used to exclude advertisers from unsafe content.</p>
<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 Oath Brand Safety Policy states:</p> <p><b><u>Oath Reserved, Oath Owned &amp; Operated Properties, MSN Properties, Oath DSP (Managed), Oath Native Marketplace, Tumblr Sponsored Post, Tumblr Sponsored Day, Video Syndication Network</u></b></p> <p>"Should an advertisement appear on, a site with content that the client deems inappropriate, Oath will use reasonable endeavours to take down the advertisement as soon as</p>

Good Practice Principles	Description of compliance with the Principles
	<p>possible and upon request will add/remove such sites from relevant whitelists/blacklist as required."</p> <p>"The contractual consequences of not taking down an ad in accordance with Oath's Takedown Policy are evaluated and agreed with the buyer on a case by case basis."</p> <p><b><u>Oath DSP (Self-Serve), Oath SSP, One Video Marketplace</u></b></p> <p>"Clients have full control of the trafficking criteria they select and can remove ads from any supply quickly and easily by using the platform directly."</p> <p>"Oath offers support during normal business hours and can help clients make alterations to trafficking criteria in exceptional circumstances."</p>
<p><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?</p>	

**Verified by**

Company: ABC Ltd  
Saxon House,  
211 High Street,  
Berkhamsted,  
Hertfordshire.  
HP4 1AD



<p>Statement of verification provider:</p>	<p>We have reviewed Oath'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.</p> <p>In our opinion, at the time of our review, Oath had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.</p>
--	---

**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.