

UK Good Practice Principles certificate

DTSG UK BRAND SAFETY	JICWEBS	VALID TO:  OCTOBER 2019
	<small>ePrivacy</small>	



Company: Ogury Ltd.
 24 Highbury Grove
 London N5 2EA
 www.ogury.com

Business/Brands verified:	Ogury
Service provided:	Reseller, Technology
Month of verification:	August / September 2018

Findings

Good Practice Principles	Description of compliance with the Principles
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.	<p>Terms and Conditions of Sale for the Advertiser are attached to the IO.</p> <p>Terms and Conditions for all Ogury Publishers can be found on https://www.ogury.com/terms-and-conditions/</p>
2 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. The Buyers and Sellers should select from one or both of the following means to minimise ad misplacement: <ul style="list-style-type: none"> 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 Buyer and Seller pre-delivery). 	<p>Ogury uses the independently-certified CV tool from IAS Integral Ad Science. Ogury also adheres to specific whitelists and/or blacklists supplied by agencies or advertisers, and use a combination of in-house and third-party tools to monitor where ads are delivered.</p> <p>Their ad server and filtering technologies prevent ads from being served to publishers which are not on their approved list.</p> <p>Ogury manually vets all publishers prior to joining their services in order to ensure that their advertising materials only contain appropriate content.</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>Ogury ad server and filtering technologies prevent ads from being served to publishers which are not on their approved list.</p> <p>Sellers are required to adhere to the General Terms And Conditions for all Ogury Publishers.</p>

Good Practice Principles	Description of compliance with the Principles
<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>Ogury manually vets all publishers prior to joining their services in order to ensure that their advertising materials only contain appropriate content for Ogury’s advertisers in relation to their managed service campaigns.</p> <p>Ogury adheres to specific whitelists and/or blacklists supplied by agencies or advertisers, and use a combination of in-house and third party tools to monitor where ads are delivered.</p> <ul style="list-style-type: none"> ● Adult Content ● Offensive Language ● Hate Speech ● Illegal Downloads/Streaming ● Drugs Rating ● Violence ● Adware/Malware <p>Any apps identified across above-mentioned content categories are blocked and added to a blacklist. Programmatic / self-service clients are also able to blacklist apps via their DSP.</p> <p>All take down requests are actioned within one working day, or within the timescales specified in individual terms and conditions. Programmatic / self-service clients are also able to deal with this within the console provided by Ogury. This can be found in the T&C of Sales with the Brand Safe Policy for every advertiser: http://www.ogury.com/ogury_resources/ogury-brand-safety-policy/</p>
<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>Ogury’s Brand Safety Policy outlines: In the event that an ad appears on an application which a client deems inappropriate, clients should contact their Account Manager. All take down requests will be actioned within one working day, or within the timescales specified in individual terms and conditions.</p> <p>The contractual consequences of not taking down an advertisement in accordance with Ogury's take down policy are agreed with the buyer on a case by case basis or within the Terms & Conditions.</p>
<p>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?</p>	<p>N/A</p>

Verified by

Company: ePrivacy GmbH
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www.eprivacy.eu



Statement of verification provider:

Experts from ePrivacy have reviewed the material, documentation and responses on the JICWEBS DTSG Brand Safety criteria, which were evaluated. The enquiries have been designed to substantiate the material, documentation and responses and independently confirm that the brand safety policies stated are designed to fulfil the JICWEBS DTSG Brand Safety criteria, are operationally in place and well documented where required. In our opinion, the implementation of JICWEBS DTSG Brand Safety criteria are fairly implemented and reflect the required brand safety criteria. ePrivacy did not test the compliance with the processes and procedures in practice.

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.