

DTSG Brand Safety Certificate



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

Business/Brands Certified:

Ogury

Service provided:

Reseller, Technology

Month of verification:

September 2019

Good Practice Principles

How Ogury 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.

Terms and Conditions of Sale for the Advertiser are attached to the IO.

Terms and Conditions for all Ogury Publishers can be found on <https://www.ogury.com/terms-and-conditions/>

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.

Ogury adheres to specific whitelists and/or blacklists supplied by agencies or advertisers.

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

Their ad server and filtering technologies prevent ads from being served to publishers which are not on their approved list.

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

Ogury manually vets all publishers prior to joining their services in order to ensure that their advertising materials only contain appropriate content.

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

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.

Ogury ad server and filtering technologies prevent ads from being served to publishers which are not on their approved list.

Sellers are required to adhere to the [General Terms And Conditions for all Ogury Publishers](#).

<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>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 uses the 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> <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: https://www.ogury.com/blog/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>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>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 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>	<p>Ogury has their process for the procedure in place. Responsible Officer is involved in the whole process to resolve the complaint. Documentation of complaints are monitored in internal system and available for parties involved at Ogury.</p>
<p>7 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>

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.

JICWEBS Standard:



Verified by:



Address:

ePrivacy GmbH
Große Bleichen 21
20354 Hamburg
Germany
www.eprivacy.eu

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.