

UK Good Practice Principles certificate

DTSG UK BRAND SAFETY	JICWEBS	VALID TO: 
		AUGUST 2019



Company: OpenX Ltd and its subsidiaries and affiliates
 90 Long Acre , 6th Floor
 Covent Garden
 WC2E 9RA
 UK
 +44-800-587-3690
 http://openx.com

Business/Brands verified:	OpenX
Service provided:	Advertising Exchange, Supply Side Platform (SSP)
Month of verification:	July 2018

Findings

Good Practice Principles	Description of compliance with the Principles
<p>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>	<p>Ad Exchange Terms & Conditions</p> <p>Exchange users (buyers and sellers) agree to the OpenX Terms & Conditions.</p> <p>Publishers shall also comply with the OpenX Ad Exchange Supply Policies. Inventory must meet the IAB’s Ad Inventory Specifications.</p> <p>Advertisers shall also comply with the OpenX Ad Exchange Demand Policies.</p>
<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.</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"> 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>OpenX buyers have the ability to select and exclude content categories and specific domains (appropriate or inappropriate schedules).</p> <p>Demand - Buyers</p> <p>All advertisers and demand partners must adhere to the OpenX Ad Exchange Demand Policies, which address: prohibited creatives and related content, prohibited creatives and related content for minors, preapproval required content, other restricted creatives, Better Ads Standards, SSL Compliance, inventory resale prohibitions, prohibited profiling, malware, and policy violations.</p>

Good Practice Principles	Description of compliance with the Principles
	<p>Supply – Sellers</p> <p>All publishers are required to comply with the OpenX Ad Exchange Supply Policies, which address: minimum content requirements, banned categories, restricted categories, Better Ads Standards, slideshows, implementation guidelines, ad refresh, audience and site ownership.</p> <p>OpenX contracts multiple third parties for Brand Safety, content verification, including Integral Ad Science (JICWEBS certified) and MOAT.</p>
<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>	<p>OpenX communicates and confirms the provisions applied to minimize the risk of ad misplacement through their Ad Exchange Supply Policies, Ad Exchange Demand Policies, the Marketplace Quality resource, and company Resource page, which includes case studies, blog postings, company and industry news and more.</p>
<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>All publishers are required to comply with the OpenX Ad Exchange Supply Policies. All new publishers are reviewed against the criteria published in the policies before they are added to the platform. This includes a review of: site description, site ownership, traffic information, privacy policy, refresh intervals, pop-up/pop-under ads (not accepted), content production and sourcing, users under age 13, block lists, and floor prices.</p> <p>OpenX contracts multiple third parties for Brand Safety and content verification, including Integral Ad Science (JICWEBS certified) and MOAT.</p> <p>OpenX buyers have the ability to select and exclude content categories and specific domains (appropriate or inappropriate schedules).</p> <p>Demand Side Partners are responsible for their own ad quality. OpenX vets all Demand Side Partners to ensure they have adequate ad quality and malware controls in place.</p> <p>All ads on the OpenX Ad Exchange are periodically scanned by third party malware prevention services.</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>SUPPLY VIOLATIONS: According to the OpenX Ad Exchange Supply Policies, “With respect to ensuring compliance with the foregoing, please note that OpenX reserves the right to accept any site (as hereinafter defined) and may further decline or take down sites at its sole discretion if you breach or fail to abide by these guidelines. For the purposes of these guidelines, the term “site,” as used herein, means a website or an app.”</p>

Good Practice Principles	Description of compliance with the Principles
	<p>DEMAND VIOLATIONS: According to the OpenX Ad Exchange Demand Policies, At OpenX’s sole discretion, OpenX may assess a surcharge for any violation of the demand policies and/or immediately terminate access to the Ad Exchange (in addition to any other legal or contractual remedies). http://openx.com/legal/ad-exchange-demand-policies/</p> <p>According to the OpenX Ad Exchange Terms and Conditions, “OpenX may suspend your use of the Service or terminate your accounts at any time and for any reason or no reason. OpenX may also modify any aspect of the Service at any time without notice. You may cease to use the Service at any time without notice to OpenX and you may terminate accounts at any time upon twenty four (24) hour written notice to OpenX.”</p>

Verified by

Company: BPA Worldwide
 Work.Life
 20 Jerusalem Passage
 London EC1 4JP
 United Kingdom
www.bpaww.com



Statement of verification provider:	<p>We have reviewed OpenX’s policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG UK Good Practice Principles. Our examination was designed to independently confirm that the brand safety policies stated have been implemented and clearly documented where required.</p> <p>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, OpenX had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK Good Practice Principles.</p>
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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.