

# DTSG Brand Safety Certificate



OpenX Ltd and its subsidiaries and affiliates  
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<http://openx.com>

**Business/Brands Certified:**

OpenX

**Service provided:**

Technology (Ad Exchange/SSP)

**Month of verification:**

June 2019

## Good Practice Principles

## How OpenX 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.

**Ad Exchange Terms & Conditions**

Exchange users (buyers and sellers) agree to the [OpenX Terms & Conditions](#).

Publishers shall also comply with the OpenX [Ad Exchange Supply Policies](#). Inventory must meet the IAB's Ad Inventory Specifications.

Advertisers shall also comply with the OpenX [Ad Exchange Demand Policies](#).

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

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 Buyers and Sellers pre-delivery).

OpenX buyers have the ability to select and exclude content categories and specific domains (appropriate or inappropriate schedules).

**Demand - Buyers**

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, privacy shield, and policy violations.

**Supply – Sellers**

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, and data privacy.

OpenX employs multiple third parties for Brand Safety review and Content Verification.

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

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.

**4** Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.

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.

OpenX employs multiple third parties for Brand Safety review and Content Verification, including Integral Ad Science and MOAT.

OpenX buyers have the ability to select and exclude content categories and specific domains (appropriate or inappropriate schedules).

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.

All ads on the OpenX Ad Exchange are scanned by third-party malware prevention services.

**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.

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.

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."

Demand Violations: According to the OpenX [Ad Exchange Demand Policies](#), "At OpenX's sole discretion, OpenX may assess a surcharge for any violation of these policies and/or immediately terminate your access to the Ad Exchange (in addition to any other legal or contractual remedies)".

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."

## Good Practice Principles

## How OpenX complies

If an advertiser raises concerns about ads appearing on content (inventory) deemed inappropriate, OpenX will make every reasonable effort to take down such ads or placements. Once notified, OpenX will begin working on the issue within 72 business hours and will take appropriate action in-house or, if it requires outside assistance, by contacting partners. OpenX's take down policy can be found [here](#).

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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?

OpenX's Brand Safety measures are fully represented above.

## Statement of verification provider:

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.

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, Open X had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

BPA Worldwide  
Second Home Clerkenwell Green  
45-47 Clerkenwell Green  
Clerkenwell, London  
EC1R 0EB  
United Kingdom  
[www.bpaww.com](http://www.bpaww.com)

## **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.