

# UK Good Practice Principles certificate



Company: Precise.TV  
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<http://www.precise.tv/>

Business/Brands verified:	Precise.TV
Service provided:	Advertising Agency
Month of verification:	December 2017

## 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>Digital display advertising transactions are governed by Precise.TV insertion orders referencing standard IAB terms and conditions.</p> <p>The standard Terms and Conditions are available to view here: <a href="http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf">http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf</a></p> <p>Precise.TV also has primary agreements with an SSP.</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> <ul style="list-style-type: none"> <li>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</li> <li>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</li> </ul>	<p>Precise.TV insertion orders contain intentions of where advertising should (or should not) appear.</p> <p>Precise.TV create a specific appropriate schedule (whitelist) for each campaign.</p> <p>Precise.TV has a keyword inappropriate schedule (blacklist) which is run across all campaigns.</p>

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<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>Precise.TV confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“Precise.TV is committed to providing the highest level of transparency and brand safety across all our campaigns. To achieve this, we have implemented stringent internal policies to ensure all our placements are vetted to the highest brand safety standards before any client budget is spent.”</p> <p>The Brand Safety Policy is located at the following link:  <a href="http://www.precise.tv/brand-safety-privacy-policy">http://www.precise.tv/brand-safety-privacy-policy</a></p> <p>A link to the Brand Safety Policy is also included on Precise.TV’s insertion orders.</p>
<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>Precise.TV’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“In order to ensure brand safe campaigns, Precise.TV only serve ads against a white list of placements. Each white list is custom created pre-campaign to ensure the best possible alignment to each clients’ requirements.”</p> <p>“CONTENT POLICY:</p> <p>Precise.TV deems placements to be brand unsafe based on (but not limited to) the following criteria: Adult Content, Alcohol, Violence, Offensive Language, Hate and Racism, Illegal Drugs, Malicious Videos.</p> <p>Precise.TV can also filter for advertiser defined criteria excluding for example, placements featuring content originating from competitors or implementing specific exclusions relevant to a particular audience type such as minors.”</p> <p>Pre Bid Process</p> <p>“Before any budget is spent, the Precise.TV platform creates an initial white list of individual videos (placements) specifically tailored to each campaign. This is done by identifying videos within YouTube based on target keywords, topics, interests and channels. Each placement is analysed, scored and cleansed using a proprietary mix of machine learning and manual intervention in order to produce a final list of contextually relevant, brand safe placements...”</p> <p>Mid Campaign Process</p> <p>“Once the white list is uploaded into AdWords the campaign is then activated. Throughout, performance is monitored in real-time and optimised at video level...”</p> <p>Post Campaign Process</p> <p>“On completion of the campaign, clients are provided with full in-depth analysis...”</p>

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<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>Precise.TV’s takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“We take brand safety seriously and run rigorous pre-campaign processes to ensure brand safety in all our campaigns. In the unlikely event that a client does request us to remove a placement for any reason, this will be actioned within 2 hours of the report being received by our AdOps team during UK business hours.</p> <p>Information required in order to ensure swift removal of a placement should include a clear description of the reason. Also, a screenshot and URL of the offending video, so our operations team can quickly locate and remove the placement in question.</p> <p>Given the level of control Precise.TV offer our clients we can ensure that any unsafe placements will be individually paused without incurring any break in delivery of the campaign. This level of control both limits negative impact on campaign reach as well as campaign delivery timescales.</p> <p>The contractual consequences of not taking down an ad placement in accordance with Precise.TV Takedown Policy will be subject to the terms of the Insertion Order.”</p>

**Verified by**

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<p>Statement of verification provider:</p>	<p>We have reviewed Precise.TV’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, Precise.TV had established policies to minimise ad misplacement as described in the JICWEBS DTSG 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.