

DTSG Brand Safety Certificate



Precise TV
 Henry Wood House
 2 Riding House Street
 London
 W1W 7FA
 www.precise.tv

Business/Brands Certified:

Precise TV

Service provided:

Agency

Month of verification:

December 2019

Good Practice Principles

How Precise TV 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.

Digital display advertising transactions are governed by Precise TV insertion orders referencing standard IAB terms and conditions.

The standard IAB Terms and Conditions are available to view here: http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf

Digital display advertising transactions may also be governed by a buyer's IO referencing the buyer's Ts & Cs.

Precise TV also has primary agreements with an SSP where Ts & Cs are the seller's.

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).

Precise TV insertion orders contain intentions and/or targeting instructions of where advertising should (or should not) appear.

Precise TV create a specific appropriate schedule (whitelist) of video content for each campaign.

Precise TV has a keyword blacklist which is run across all campaigns.

<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>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 YouTube 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: http://www.precise.tv/brand-safety-privacy-policy</p> <p>A link to the Brand Safety Policy is also included on Precise TV’s insertion orders.</p>
<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>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>White lists are created through a mix of granular machine learning based data analysis and manual intervention by our experienced AdOps team. Our strict process minimises the risk to advertisers of appearing next to brand unsafe and contextually irrelevant placements throughout the lifecycle of a campaign.”</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>Before any budget is spent, the Precise TV AI platform creates an initial white list of individual videos (placements) specifically tailored to each campaign which is then reviewed by a team of analysts. 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>“Once the white list is uploaded into AdWords the campaign is then activated. Throughout, performance is constantly monitored and optimised at video level.”</p> <p>“On completion of the campaign, clients are provided with full in-depth analysis.”</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.

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.

Precise TV's takedown policy is included in their Brand Safety Policy on their website and states:

"We take brand safety seriously and run...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.

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."

6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

Precise TV have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

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?

Precise TV are KidSAFE COPPA Certified. This is detailed within the Precise TV Brand Safety Policy:

"Compliance is achieved by ensuring that Precise TV restricts the use of certain advertising methodologies when targeting campaigns towards End Users aged 13 and younger within YouTube. We also ensure that our Customers ads will only appear against YouTube videos that have been...pre-vetted and deemed appropriate both from a brand and child safety point of view."

Precise TV have also been certified as HIPAA compliant by Drummond Group. This confirms that Precise TV have controls in place to safeguard the confidentiality and integrity of protected health information (PHI).

"During the sessions, 57 total HIPAA requirements were assessed that covered Administrative Safeguards, Physical Safeguards, Technical Safeguards, and Policies and Procedures and Documentation Requirements as they relate to Precise TV's organizational scope. Based on information provided, it was determined that Precise TV is compliant with all 57 controls."

Statement of verification provider:

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. 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.

JICWEBS Standard:



Verified by:



Address:

ABC Ltd
Saxon House,
211 High Street,
Berkhamsted,
Hertfordshire.
HP4 1AD

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.