

# UK Good Practice Principles certificate



Company: PulsePoint  
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 London  
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<http://www.pulsepoint.com/>

Business/Brands verified:	PulsePoint
Service provided:	Reseller, Technology
Month of verification:	September 2018

## 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>Buyers sign a MASTER SERVICES AGREEMENT – DEMAND                      Sellers sign a MASTER SERVICES AGREEMENT - SUPPLY                      These buy side and sell side agreements govern all transactions on the PulsePoint Advertising Exchange</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> <p>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</p> <p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p>All buyer’s agreements include specific reference to where advertising should/should not appear by referring to the PulsePoint Ad Guidelines located at <a href="http://docs.pulsepoint.com/guidelines">http://docs.pulsepoint.com/guidelines</a>.</p> <p>The PulsePoint Global Black List (Inappropriate Schedule) is used on all campaigns. It is updated regularly and blocks bid opportunities on inappropriate sites from entering the exchange.</p> <p>Publishers are humanly vetted, and checked against the Global Black List.</p> <p>In addition, PulsePoint offer their demand side partners the ability to block certain domains, and content categories through the PulsePoint Portal for their partners.</p> <p>They also use a stringently reviewed proprietary white list.</p>

Good Practice Principles	Description of compliance with the Principles
<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>The PulsePoint Brand Safety policy states:</p> <p>“PulsePoint is committed to helping drive industry wide guidelines &amp; adoption for brand security against malicious sites, high---risk inventory &amp; suspicious traffic”</p> <p>“Our methodology combines both human and machine verification filters resulting in a rigorous, multi-variant approach to ensure both inventory and audience quality.”</p> <p>The Brand Safety Policy can be found on their website via this link:-</p> <p><a href="https://uploads-ssl.webflow.com/5aabdfcdb2d9ac20574c19cf/5acbe19b95ba2b60138c2d66_Brand-Safety-2016.pdf">https://uploads-ssl.webflow.com/5aabdfcdb2d9ac20574c19cf/5acbe19b95ba2b60138c2d66_Brand-Safety-2016.pdf</a></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>The PulsePoint Brand Safety Policy outlines the processes to minimise the risk of ad misplacement. In summary, these processes are as follows:</p> <p>“<b>Human Filters:</b> We do not allow self-serve sign up and personally vet every single new publisher across our Account Management, Operations, Engineering &amp; Data Science teams to ensure they are following Inventory Quality Guidelines:”</p> <p>“<b>Content Guidelines</b></p> <p>Inventory partners will not deliver any Advertisement to any Website that contains or does any of the following:</p> <ul style="list-style-type: none"> <li>• Any obscene or pornographic material, adult material, or mature content ...</li> <li>• Violent content, racial intolerance, or advocacy against any individual, group, or organization</li> <li>• Illicit drugs and drug paraphernalia</li> <li>• Gambling or promotion of gambling, unless approved....”</li> </ul> <p>(Please see Brand safety policy for a full Content Guidelines list.)</p> <p><b>Global Blacklist Filters</b></p> <p>Once a publisher passes the Inventory Guidelines, it’s then matched against the Global Blacklist to ensure they are not currently flagged as a questionable inventory source. The Global Blacklist is updated regularly.</p> <p>“<b>3rd Party Filters</b></p> <p>After passing our Global Blacklist filters, we then match approved inventory sources against the quality procedures enforced by brand safety leaders like Integral Ad Science, Confiant and Picalate.” (Non-JICWEBS certified third party tools)</p> <p>All impressions that pass are then vetted against 9 additional Traffic Quality filters. Only impressions that pass these additional parameters are allowed onto the PulsePoint platform.</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>PulsePoint’s Takedown policy is detailed in the Brand Safety Policy on their website.</p> <p>The policy states:</p> <p>“In the eventuality of an ad appearing on a site against content that is deemed inappropriate, PulsePoint will work with the client to take the appropriate steps to remove this ad from the website as soon as possible and, where relevant add the offending site to our global black list.”</p> <p>“Where an ad is not taken down in accordance with this policy, this will be dealt with on a case by case basis by discussion with demand side partners. Supply partners who have not adhered to the contents guidelines policy will be permanently barred from the PulsePoint Platform™. “</p>
<p><b>6</b> 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>	

### Verified by

Company: ABC Ltd  
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<p>Statement of verification provider:</p>	<p>We have reviewed PulsePoint’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, PulsePoint 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.