

# UK Good Practice Principles certificate



## REZONENCE

Company: Rezonence  
 2nd Floor  
 20 Shorts Gardens  
 London  
 WC2H 9AU  
<https://www.rezonence.com>

Business/Brands verified:	Rezonence
Service provided:	Platform, Technology
Month of verification:	August 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>Digital advertising transactions are governed by agency Insertion Orders (IO's) referencing the agencies own Terms and Conditions.</p> <p>Rezonence has agreements with Publishers which include Rezonence's standard Terms of Business.</p> <p>Rezonence also have agreements with a DSP and 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>Buyers IO's contain intentions of where advertising should and should not appear.</p> <p>Rezonence has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.</p> <p>Buyers can also provide Rezonence with their own inappropriate schedules to run against their campaigns.</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>Rezonce confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“Rezonce take brand safety very seriously, with all our FreeWall products running only on a whitelist of premium editorial publishing sites.”</p> <p>The Brand Safety Policy is located on Rezonce’s website: <a href="https://www.rezonce.com/brand-safety/">https://www.rezonce.com/brand-safety/</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>Rezonces’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“We handpick our publishing partners and vet and integrate them ourselves to ensure ultimate levels of quality and to maintain our existing standards. No publishers join our portfolio via a third party and there is no syndication of Rezonce placements to third party sites.”</p> <p>Rezonce work with (non JICWEBS certified) Content Verification tool, Grapeshot which aims to negatively target segments which are deemed unsafe for Rezonce campaigns. These segments include tobacco /drugs / alcohol, violence, terrorism, obscenity, hate speech, drugs, sex, adult content and injury.</p> <p>Additionally, if clients have specific / tailored keywords or content they are keen to not appear against then this can also be factored into campaign set-up.</p>
<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>Rezonce’s take down policy is included in their Brand Safety Policy and states:</p> <p>“We work very closely with our clients to ensure that if any campaign needs to be paused / taken down we will action this within two hours during the working week (9am – 6pm Monday – Friday) or within the timescale specified in individual Terms and Conditions. If the request comes outside of these hours, we will endeavour to have it actioned within 2 hours of the next working day at the latest, if not sooner. Most typically this is due to either external events or creative messaging changes.</p> <p>Requests to take down ads must be communicated via an email to the following email alias (publishing@rezonce.com)and it will be addressed by a member of the team”</p> <p>The takedown policy also states:</p> <p>“The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed or on a case by case basis”</p>

Good Practice Principles	Description of compliance with the Principles
<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?	

### Verified by

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



Statement of verification provider:	We have reviewed Rezonence’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, Rezonence had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.
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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.