

DTSG Brand Safety Certificate



Rezonence
 2nd Floor
 8 Denmark Street
 London
 WC2H 8LS
<https://www.rezonence.com/>

Business/Brands Certified:

Rezonence

Service provided:

Agency, Technology

Month of verification:

June 2020

Good Practice Principles

How Rezonence 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 advertising transactions are governed by agency Insertion Orders (IO's) referencing the agencies own Terms & Conditions.

Rezonence has signed agreements with programmatic partners.

Additionally, Rezonence has agreements with sellers which include the Rezonence Standard Terms of Business.

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.

Buyers IO's contain intentions of where advertising should or should not appear.

Rezonence has a global appropriate schedule from which buyers can select sites to run against their campaigns.

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

Buyers can also provide Rezonence with their own keyword exclusion lists to run against their campaigns.

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).

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.

Rezonence confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

"Rezonence take brand safety very seriously..." The policy then continues to explain the processes in place.

The Brand Safety Policy is located on the Rezonence website:

<https://www.rezonence.com/brand-safety>

4

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

Rezonence’s Brand Safety Policy explains the processes applied to minimise the risk of ad misplacement as follows:

Appropriate Schedule

Rezonence solutions run on a vetted and directly integrated list of publisher sites “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 Rezonence placements to third party sites.”

Third Party Technology

Rezonence work with Grapeshot (non-JICWEBS certified) “to negatively target key segments which are naturally deemed unsafe for brands. (These include tobacco / drugs / alcohol, violence, terrorism, obscenity, hate speech, drugs, sex, adult content and injury).

Additionally, if clients have specific or tailored keywords / content they are keen to not appear against then this can also be factored into campaign set-up.”

Clients are also able to positively target specific content via custom Grapeshot segments.

Clients are able to run campaigns using their own preferred content verification provider.

Campaign Monitoring

“Rezonence also provides reporting down to URL level so clients are able to see exactly which domains, sections and articles their brand has appeared against.”

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.

Rezonence’s Take Down Policy is included in their Brand Safety Policy and states:

“We work very closely with our clients to ensure that if any campaign needs to be paused / taken down we will action this within 6 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 6 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.

Requests to take down ads must be communicated via an email to the following email alias (publishing@rezonence.com) and it will be addressed by a member of the team.”

The policy also states:

“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.”

6

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

Rezonence have a procedure in place for handling, tracking, and monitoring complaints raised under the DTSG Logged Complaints 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?	All applicable brand safety measures are addressed above.
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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.

JICWEBS Standard:



Verified by:



Address:

ABC
 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.