

# UK Good Practice Principles certificate



Company: Rubicon Project  
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Business/Brands verified:	Rubicon
Service provided:	Supply Side Platform (SSP)
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 Rubicon Project terms and policies within an agreed or signed contract with Rubicon Project, including (i) the Rubicon Project Buyer Order Form or the Rubicon Project AAC Platform Access and Services Agreement signed with Buyers and (ii) the Rubicon Project Seller Order Form or the Rubicon Project AAC Platform Access and Services Agreement signed with Sellers.</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>Rubicon Project's buyers are self-serve and therefore have the ability to select specific domains from the Rubicon Project approved seller whitelist to target or restrict (appropriate and inappropriate schedules).</p> <p>Rubicon Project implements its global blacklist on all campaigns as standard on all inventory.</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>Rubicon Project confirms the specific provisions applied to minimise the risk of ad misplacement in its Inventory Quality Guidelines which state:</p> <p>“Maintaining the quality of inventory available for sale through the Rubicon Project platform is critical for Rubicon Project to be able to protect its buyer and seller partners and ensure that all parties are compensated fairly for any transaction over the Rubicon Project platform.”</p> <p>The Inventory Quality Guidelines are located at the following link: <a href="http://rubiconproject.com/terms-conditions/inventory-quality-guidelines/">http://rubiconproject.com/terms-conditions/inventory-quality-guidelines/</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>Rubicon Project’s Inventory Quality Guidelines explain the processes applied to minimise ad misplacement as follows:</p> <p>“You must not make available any inventory on media that contains, displays, promotes, includes, or consists of any of the following:</p> <ul style="list-style-type: none"> <li>• Obscene, pornographic, or adult content, including full nudity, or depictions or descriptions of sexual acts</li> <li>• Gambling</li> <li>• Graphic or excessively violent content</li> <li>• Discriminatory content</li> <li>• Harassment, bullying, threats, or similar content that advocates against any group, organization, or individual</li> <li>• Controlled substances, including illegal drugs and paraphernalia</li> <li>• File-sharing or torrent sites</li> <li>• Manga/Anime, unless you own the intellectual property rights to such content</li> <li>• Hacking/cracking</li> <li>• Sale of pirated goods</li> <li>• Content that compensates users for clicking on ads or offers, performing searches, or surfing websites</li> <li>• Inventory that changes user preferences or browser settings, or that initiates downloads without the user’s consent</li> <li>• Inventory that redirects users to unwanted websites</li> <li>• Inventory that contains or loads pop-ups or pop-unders</li> <li>• Rotating video inventory that is loaded into display inventory slots”</li> </ul>

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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>Rubicon Projects Internal Vetting Policy details the process for vetting inventory and includes checking the following information:</p> <ul style="list-style-type: none"> <li>• Quality of Site</li> <li>• Parent Company</li> <li>• Domain Registry</li> <li>• 3rd party data including comScore, Google and Alexa</li> <li>• Traffic trends</li> <li>• Geographical Distribution</li> </ul> <p>Once vetted a site will fall into one of three categories:</p> <p>Whitelist – sites in this category are available to bid on</p> <p>Greylist – sites in the category are available to bid on but are monitored closely.</p> <p>Blacklist – sites in this category are not available to bid on and this list is applied to all campaigns.</p> <p>All of Rubicon Project's buyers are self-serve and therefore have the ability to remove any bad sites for their campaigns.</p> <p>Buyers may also contact Rubicon Project (via the following email addresses: <a href="mailto:IQ@rubiconproject.com">IQ@rubiconproject.com</a> or <a href="mailto:securityandquality@rubiconproject.com">securityandquality@rubiconproject.com</a>) about any offending sites and Rubicon Project will investigate and take appropriate steps in accordance with their take down process.</p> <p>The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on a case by case basis with the buyer.</p>

**Verified by**

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<p>Statement of verification provider:</p>	<p>We have reviewed Rubicon Project’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, Rubicon Project 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.