

## DTSG Brand Safety Certificate



Rubicon Project  
 Walmar House, 5th Floor  
 296 Regent Street  
 London  
 W1B 3AP  
<https://rubiconproject.com/>

**Business/Brands Certified:**

Rubicon Project

**Service provided:**

Technology

**Month of verification:**

January 2019

### Good Practice Principles

### How Rubicon Project 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 Rubicon Project’s Buyer Order Forms and Seller Order Forms which include a link to Rubicon Project’s Master Terms & Conditions.

Rubicon’s Master Terms & Conditions are available to view here:

<https://rubiconproject.com/master-terms-archives/master-terms-conditions-2/>

**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.

Rubicon Project’s Buyer Order Forms include the intention of the buyer to purchase inventory through the Rubicon Project Platform. In the Rubicon Project Platform, buyers can access Rubicon Project’s approved seller whitelist in order to select sites where their advertising can appear.

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

Rubicon Project has a global inappropriate schedule (blacklist) which is run across all campaigns.

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

Buyers can also provide Rubicon Project with their own blacklist to run against their campaigns.

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.

Rubicon Project confirms the specific provisions applied to minimise the risk of ad misplacement in its’ Inventory Quality Guidelines which state:

“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.”

The Inventory Quality Guidelines are located at the following link:

<https://rubiconproject.com/terms-conditions/inventory-quality-guidelines/>

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

Rubicon Project's Inventory Quality Guidelines explain the processes applied to minimise ad misplacement as follows: "You must not make available any inventory on media that contains, displays, promotes, includes, or consists of any of the following:

- Obscene, pornographic, or adult content, including full nudity, or depictions or descriptions of sexual acts
- Gambling
- Graphic or excessively violent content (games and music may be allowed on a case-by-case basis, with Rubicon Project's prior express consent)
- Discriminatory content, including content that promotes discrimination by race, ethnicity, nationality, religion, disability, gender, age, or sexual orientation
- Harassment, bullying, threats, or similar content that advocates against any group, organization, or individual
- Controlled substances, including illegal drugs and paraphernalia
- File-sharing or torrent sites
- Manga/Anime, unless you own the intellectual property rights to such content
- Hacking/cracking
- Sale of pirated goods
- Content that compensates users for clicking on ads or offers, performing searches, or surfing websites
- Inventory that changes user preferences or browser settings, or that initiates downloads without the user's consent
- Inventory that redirects users to unwanted websites
- Inventory that contains or loads pop-ups or pop-unders
- Rotating video inventory that is loaded into display inventory slots

Without Rubicon Project's prior express consent, you must not make available, any inventory that contains, displays, promotes, includes, or consists of the following:

- Firearms, weapons, and ammunition
- Memes
- Prescription drugs
- Alcohol
- Tobacco or tobacco products"

Rubicon Project's Internal Vetting Policy details the process for vetting inventory and includes checking the following information:

- Quality of Site
- Parent Company
- Domain Registry
- 3rd party data including comScore, Google and Alexa
- Traffic trends
- Geographical Distribution

Good Practice Principles	How Rubicon Project complies
	<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>Graylist – 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><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>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.</p>	<p>All of Rubicon Project's buyers have the ability to remove any inappropriate sites for their campaigns.</p> <p>Buyers may also contact Rubicon Project (via the following email addresses: IQ@rubiconproject.com or securityandquality@rubiconproject.com) about any offending sites and Rubicon Project will investigate and take appropriate steps in accordance with Rubicon Project's 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 between Rubicon Project and the buyer.</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>	

**Statement of verification provider:**

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.

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.

JICWEBS Standard:



Verified by:



Address:

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

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### **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.