

# UK Good Practice Principles certificate



Company: Samba Networks  
 Unit 1, 14 Weller Street,  
 London  
 SE1 1QU  
 www.sambanetworks.com

|                           |                    |
|---------------------------|--------------------|
| Business/Brands verified: | Samba Networks     |
| Service provided:         | Platform, Reseller |
| Month of verification:    | October 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 Buyer's Master Service Agreements (MSA's) referencing Buyers Terms and Conditions.</p> <p>Direct Buyers may sign Samba Network's Insertion Order (IO). Alternatively Samba Networks may sign the Buyers IO referencing the buyers own Terms and Conditions.</p> <p>Samba Networks have Platform Licence and Service Agreements with Publisher Apps and with SSP's &amp; DSP's.</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>Samba Networks and Buyers IOs and MSA's contain intentions of where advertising should (or should not) appear.</p> <p>Samba Networks have an appropriate schedule (whitelist) of vetted apps where buyers can select the ones they want to run their campaigns against.</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>Samba Networks only serve in app mobile video ads to selected and approved app partners where they are all user generated and are viewed in a section of the app that has no other content. This reduces the likelihood of advertisements being served against inappropriate content.</p> <p>Samba Networks have a Brand Safety and Fraud Prevention presentation that explains the measures they have in place for Brand Safety, this is presented to all new buyers and demand side partners and is communicated via email or face-to-face.</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>Samba Networks have an appropriate schedule of apps which have been manually vetted for suitability to run against their advertiser’s brands and campaigns.</p> <p>Users of the app have to opt in to view the advertisement video and ad placements are run in a specific section of the app where there is no other content.</p> <p>Samba Networks also review all advertisement content before integrating with the app.</p> <p>Where ads are for age related products, these will not be served to users of the apps below the required age.</p> <p>Samba Networks will not allow advertising for Arms/Guns, Drugs or Adult Content.</p> <p>Samba Networks can identify ad requests as every request comes with a verified Device ID, user ID, geo IP, hashed key, and publisher ID.</p> <p>Samba Networks do not run against Inappropriate schedules or use CV tools.</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>Samba Networks will on request from a demand source, remove an ad as soon as possible but within 1 working day. They will also apply the takedown policy where detailed in their partner agreements.</p> <p>The contractual consequences of not taking down an ad in accordance with Samba Networks Takedown Policy are evaluated and agreed with the buyer on a case by case basis.</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  
Saxon House,  
211 High Street,  
Berkhamsted,  
Hertfordshire.  
HP4 1AD



Statement of verification  
provider:

We have reviewed Samba Network'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, Samba Networks had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

## 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.