

# UK Good Practice Principles certificate



# SOJERN

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Business/Brands verified:	Sojern
Service provided:	Reseller, 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>Buyers that sign Sojern’s Insertion Orders (IO’s) agree to the Sojern Terms &amp; Conditions (T&amp;Cs) and Advertising Policy located on their website.</p> <p><a href="https://www.sojern.com/terms-and-conditions/">https://www.sojern.com/terms-and-conditions/</a>  <a href="https://www.sojern.com/advertising-policy/">https://www.sojern.com/advertising-policy/</a></p> <p>Some buyers also use their own IOs, referencing their own T&amp;Cs.</p> <p>Sojern also has agreements with DSPs.</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>Agreed IOs contain intentions of where advertising should (or should not) appear.</p> <p>Sojern has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide their own blacklist or whitelist for Sojern 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>Sojern confirms the specific provisions applied to minimise the risk of ad misplacement in their Frequently Asked Questions (FAQ's), which states:</p> <p>"How does Sojern ensure my ads will appear on brand-safe sites?"</p> <p>"Depending on the needs of the campaign and the requirements of the client, Sojern employs several strategies to maintain brand and contextual safety. For the most restrictive targeting, Sojern uses a whitelist to ensure delivery to a subset of websites. We have developed an extensive blacklist to protect against known objectionable websites. In addition, we partner with leading third-party solutions like DoubleVerify and Integral to provide more stringent protections against objectionable content....."</p> <p>The Sojern T&amp;Cs and FAQ's are linked to their IO's and also located on their website at <a href="https://www.sojern.com/faq/">https://www.sojern.com/faq/</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>Sojern's processes applied to minimise ad misplacement are as follows:</p> <p><b><u>Inventory Source Vetting</u></b></p> <p>Sojern use Google Doubleclick to block the following Google content labels: DL-MA (content suitable only for mature audiences) and DL-Unknown (content which Google has not been able to identify).</p> <p>Sojern also applies negative keywords to eliminate any page that contains a set of words of their choosing and negative page categories of pages they do not want to run ads against. Sojern also employs Google's brand safety categories blocking the following:</p> <ul style="list-style-type: none"> <li>Adult content</li> <li>Content not yet rated</li> <li>Tragedy and conflict</li> <li>Sensitive social issues</li> <li>Sexually suggestive content</li> <li>Sensational and shocking</li> </ul> <p><b><u>Appropriate / Inappropriate Schedules</u></b></p> <p>Sojern can run an appropriate schedule (whitelist) if requested by the buyer.</p> <p>Sojern has created its own inappropriate schedule that is continually refined, eliminating any questionable and/or low-quality sites.</p> <p>Sojern will also implement client supplied blacklists.</p> <p><b><u>CV Tools</u></b></p> <p>Sojern can run Integral Ad Science (AdSafe Firewall) or Double Verify (DV Digital Impression Quality - Real-Time Ad Blocking) CV tools at the client's request (both CV tools are JICWEBS approved).</p> <p>Sojern can also run other non JICWEBS approved CV tools from MOAT, Adloox and Peer39 at the client's request.</p>

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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>Sojern’s Terms &amp; Conditions state the following for takedown and contractual consequences:</p> <p>“If Ad Placement and Positioning – Editorial Adjacencies - Should Ads appear in violation of the Editorial Adjacency Guidelines, Advertiser’s sole and exclusive remedy is to request in writing that Media Company remove the Ads and provide makegoods or, if no makegood can be agreed upon, issue a credit to Advertiser equal to the value of such Ads, or not bill Agency for such Ads. ....”</p> <p>“After Agency notifies Media Company that specific Ads are in violation of the Editorial Adjacency Guidelines, Media Company will make commercially reasonable efforts to correct such violation within 24 hours. If such correction materially and adversely impacts such IO, Agency and Media Company will negotiate in good faith mutually agreed changes to such IO to address such impacts....”</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  
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 211 High Street,  
 Berkhamsted,  
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 HP4 1AD



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