

UK Good Practice Principles certificate

DTSG UK BRAND SAFETY	JICWEBS	VALID TO: 
		AUGUST 2019



Company: Sovrn U.K.
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Business/Brands verified:	Sovrn
Service provided:	Supply Side Platform (SSP)
Month of verification:	August 2018

Findings

Good Practice Principles	Description of compliance with the Principles
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.	In accordance with the Sovrn Terms of Service , each Publisher agrees to either the Publisher Agreement or Network Agreement ; each Demand Partner (DSP) agrees to the Sovrn Demand Partner Agreement.
2 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. The Buyers and Sellers should select from one or both of the following means to minimise ad misplacement: <ul style="list-style-type: none"> 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 Buyer and Seller pre-delivery). 	Sovrn’s buyers (DSP’s), have the ability to select and omit content categories and specific domains (appropriate and inappropriate schedules). Sovrn maintains platform-wide whitelists and blacklists; however, they will only submit bid requests on white-listed inventory. By default, any inventory that is not on the Sovrn whitelist is blacklisted. The Sovrn Policies and Agreements (see principle 1) provide acceptable content, advertisement, ownership, and traffic guidelines.
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.	Sovrn communicates and confirms the provisions applied to minimize the risk of ad misplacement through their Exchange Supply Policy , Network Quality Statement , and Sovrn’s Clean and Safe Marketplace white paper.

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<p>4 Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>All inventory is reviewed before adding to the Sovrn platform. Reviews include both technology scans using third-party contextual review tools and human review.</p> <p>Multiple third-party scanning tools are used to identify and rank page quality, referrals, site ownership, location, and age of domain.</p> <p>Human review consists of: site search for non-standard language and images, a review of history to ensure the site has sufficient history, copy review for copyright violations, file sharing review, social presence review, pop ups, pop unders, redirects, lacking content and quality, and tag review.</p> <p>New publishers require double authentication from two separate Sovrn employees before being added to the platform whitelist.</p> <p>Sovrn employs Traffic Quality Analysts, who are responsible for perpetual auditing of sites on the Sovrn platform. Signals for further auditing include a daily "suspicious publisher report" which highlights traffic anomalies, internal review requests, and continuous sampling of the platform.</p>
<p>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.</p>	<p>Sovrn's buyers (DSP's) have the ability to remove any non-compliant sites for their campaigns.</p> <p>Buyers may also contact Sovrn about any offending sites and Sovrn will investigate and take appropriate steps in accordance with their take-down process.</p> <p>The contractual consequences of any ad misplacement are fully disclosed in the Policies and Agreements noted in principle 1.</p>

Verified by

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Statement of verification
provider:

We have reviewed Sovrn policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG UK Good Practice Principles. Our examination was 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, Sovrn had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK 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.