

DTSG Brand Safety Certificate



Sovrn U.K.
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 40 Berners Street
 Fitzrovia, London
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 United Kingdom
<https://www.sovrn.com/>

Business/Brands Certified:

Sovrn

Service provided:

Platform

Month of verification:

June 2019

Good Practice Principles

How Sovrn 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.

In accordance with the Sovrn [Legal Terms of Service](#), publishers agree to either the [Sovrn, Inc. Publisher Agreement](#), the [Sovrn, Inc. Service, Product, Publisher and Ad Network Agreement](#), and the [Ad Exchange Supply Policy](#). Demand Partners (DSP) agree to the Sovrn Demand Partner Agreement.

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.

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

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 Buyers and Sellers 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 whitelisted 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 minimize the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly.

Sovrn communicates and confirms the provisions applied to minimize the risk of ad misplacement through "[Buy With Sovrn](#)", which communicates Sovrn's "...25-step site quality evaluation uses both accredited third-party tools and proprietary technology to audit content based on metrics such as quality, content originality, brand safety."

<p>4 Sellers should be able to explain the process(es) that form the basis of specific provision 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>
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<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>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>Buyers and sellers may contact Sovrn directly to take down advertisements using the following link https://www.sovrn.com/contact/. Inquiries received using this link generate a support ticket and, in accordance with Sovrn policy, is acted upon within 72 hours https://www.sovrn.com/take-down-policy/.</p> <p>Demand Side Platforms (DSP) have the ability to pause/terminate campaigns. The timeframes for take-down are dependent on the DSP technology, which is not controlled by Sovrn. Once Sovrn is notified of the take-down request, it is acted upon in accordance with the published take-down policy (above).</p> <p>The contractual consequences of any ad misplacement are fully disclosed in the Policies and Agreements noted in principle 1.</p>
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<p>6 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>	<p>All Brand Safety polices and controls are addressed above.</p>
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Statement of verification provider:

We have reviewed Sovrn's 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.

JICWEBS Standard:



Verified by:



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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.