

DTSG Brand Safety Certificate



Sovrn U.K.
 4th Floor Newland House
 40 Berners Street
 Fitzrovia
 London
 W1T 3NA
 United Kingdom
<https://www.sovrn.com/>

Business/Brands Certified:

Sovrn

Service provided:

Technology

Month of verification:

May 2020

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, each Publisher agrees to the Publisher Agreement, including the Sovrn Ad Exchange Supply Policy, and each Advertiser agrees to the Advertising Agreement and Demand Partner Agreement. Both Publishers and Advertisers agree to the Network 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 inclusion lists and exclusion lists; however, they will only submit bid requests on inclusion inventory. By default, any inventory that is not on the Sovrn inclusion list is excluded.

The Sovrn [Ad Exchange Supply Policy](#) provides Content Guidelines, Ad Guidelines, Ownership Guidelines, 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. 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 website page, [Transparency. Control. Brand Safety](#), which communicates Sovrn's brand safety processes, tools and industry certifications.

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

All inventory is reviewed before adding to the Sovrn platform. Reviews include both technology scans using third-party contextual review tools and human review.

Good Practice Principles	How Sovrn complies
	<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 inclusion list. Sovrn employs a dedicated team who are responsible for perpetual auditing of sites on the Sovrn 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>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 sovrn.com/contact/. Inquiries received using this link generate a support ticket and, in accordance with Sovrn policy, is acted upon within 72 business hours 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>
<p>6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>	<p>Sovrn has a documented policy for handling, tracking, and monitoring DTSG related complaints originating from either JICWEBS or publishers. DTSG Logged complaints are handled in accordance with the DTSG Logged Complaint Monitoring Procedure.</p>
<p>7 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 applicable brand safety measures are noted above.</p>

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:



Address:

BPA Worldwide
Second Home Clerkenwell Green
45-47 Clerkenwell Green
Clerkenwell, London
EC1R 0EB
United Kingdom

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.