

# UK Good Practice Principles certificate



# SPOTX

Company: SpotX  
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<https://www.spotx.tv>

Business/Brands verified:	SpotX
Service provided:	Supply Side Platform (SSP)
Month of verification:	January 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>Managed accounts are governed by SpotX Insertion Orders (IOs) referencing SpotX's standard Terms and Conditions (T's &amp; C's).</p> <p>SpotX T's &amp; C's are included in all of their self-serve programmatic agreements and a link to the brand safety process page is also provided.</p> <p>All publishers that work directly with SpotX sign SpotX' T's &amp; C's through publisher agreements.</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>SpotX IOs contain intentions and/or targeting instructions of where advertising should (or should not) appear and are agreed before any ads can be delivered.</p> <p>SpotX has a global inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide SpotX with their own blacklist to run against their campaigns.</p>

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<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>SpotX confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>"Once publishers are integrated and live on the SpotX platform, they are regularly monitored by our internal brand safety team and by various third-party vendors. SpotX uses reasonable endeavours to minimize the risk of ad misplacement."</p> <p>SpotX's brand safety page can be found here:  <a href="https://www.spotx.tv/brand-safety-process/">https://www.spotx.tv/brand-safety-process/</a></p> <p>SpotX communicates the processes and procedures to minimise the risk of ad misplacement on their brand safety policy via their website which is accessible to all.</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>SpotX's Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>"Before publishers are integrated into the SpotX platform, they go through an extensive review by our internal brand safety team."</p> <p>Criteria includes reviewing whether the publisher has any inappropriate content, such as adult or illegal content.</p> <p>The brand safety process page details unacceptable Inventory as:</p> <p>'Non-Human/Bot Traffic', 'Masking/misrepresented URLs', 'Ad injection', 'Hidden ad and stack ads', 'Inventory related to: hate, nudity, graphic content, violence or illegal content, which includes sites that infringe on copyrights, file sharing sites, torrenting, pirating, peer2peer and warez'</p> <p>"All unacceptable sites are added to SpotX's global blacklist, which is updated on a daily basis. Once a site is added to the blacklist, all campaigns integrated directly into the SpotX Marketplace will be blocked from serving on this inventory. An updated copy of SpotX's global blacklist is available upon request."</p> <p>" Buyers have the option to run on custom whitelists or blacklists should they choose to do so."</p> <p>Campaigns are also monitored in their live environment and reports are run regularly to ensure that controls are working effectively in the pre-bid phase.</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>SpotX's takedown policy is included in their Brand Safety Policy, located online and states:</p> <p>"If a buyer feels that specific ad placements are in violation of their expectations, please notify SpotX immediately. Within 24 hours, SpotX will make commercially reasonable efforts to correct or take down the violation. The contractual consequences of not taking down an ad in accordance with our Take Down Policy are evaluated and agreed upon with the buyer on a case-by-case basis."</p>

Good Practice Principles	Description of compliance with the Principles
	<p>In the event of a client’s advertisement appearing in an environment they deem inappropriate, SpotX will make all reasonable efforts to remove the placement within 24 hours of notification.</p> <p>The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on either the Insertion Order or on a case by case basis with the buyer.</p>

**Verified by**

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