

UK Good Practice Principles certificate

DTSG UK BRAND SAFETY	JICWEBS	VALID TO: 
	OCTOBER 2019	

sublime

Company: Sublime
 33 Greese Street
 Fitzrovia
 London
 W1T 1QU
www.sublime.xyz/en/

Business/Brands verified:	Sublime
Service provided:	Technology
Month of verification:	January 2019

Findings

Good Practice Principles	Description of compliance with the Principles
<p>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.</p>	<p>Digital advertising transactions are governed by Sublime’s insertion orders (IOs) referencing Sublime’s Terms & Conditions (Ts & Cs).</p> <p>Sublime can agree to buyers IOs containing the buyers’ Ts & Cs.</p> <p>Sublime also has signed Agency Trading Agreements, signed primary agreements with SSP’s to facilitate programmatic buying and direct publisher agreements.</p>
<p>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.</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"> 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). 	<p>Buyers’ insertion orders contain intentions of where advertising should or should not appear.</p> <p>Sublime has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.</p> <p>Buyers can also provide Sublime with their own appropriate or inappropriate schedule to run against their campaigns.</p>

Good Practice Principles	Description of compliance with the Principles
<p>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.</p>	<p>Sublime confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“Sublime strongly supports trading transparency and believes its key assets (...publisher network...brand safety processes) position it...to protect brands for their online advertising campaigns. Sublime will make reasonable endeavours to minimise the risk of ad misplacement on its ad network...”</p> <p>The Brand Safety Policy is located at the following link: www.sublime.xyz/en/brand-safety</p>
<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>Sublime’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“Appropriate / Inappropriate URLs</p> <p>Sublime manually vets all websites before acceptance to our...platform to ensure that they only contain appropriate content for our advertisers. In that respect, all websites are approved and manually implemented into our marketplace. Our ad server and filtering technologies prevent ads from being served to URLs which are not on our approved list... We also adhere to specific whitelists and/or blacklists supplied by agencies or advertisers and use a combination of in house and 3rd party tools to monitor where ads are delivered” (Non JICWEBS Certified tools).</p> <p>“Across the sites contextual targeting can be used to exclude advertisers from unsafe content.”</p> <p>“Prohibited Content</p> <p>The below listed content categories are prohibited across the 3rd party websites we partner with to create our High impact Ad Network where adverts are served. Any sites identified across these content categories are blocked and added to a blacklist. • Adult Content • Offensive Language • Hate Speech • Illegal Downloads/Streaming • Illegal Drugs”</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>Sublime’s takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“In the event that an ad appears on a website which a client deems inappropriate, clients should contact their Account Manager within our business hours (for example in UK: Monday-Thursday 9am-5.30pm, Friday 9am-5pm). Sublime will make every effort to take down the advertisements as soon as possible. If requested from the client, the campaign can be paused whilst the relevant people investigate. The contractual consequences of not taking down an advertisement in accordance with Sublime take down policy are agreed with the buyer on a case by case basis.”</p>

Good Practice Principles	Description of compliance with the Principles
<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>	

Verified by

Company: ABC Ltd
Saxon House,
211 High Street,
Berkhamsted,
Hertfordshire.
HP4 1AD



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