

DTSG Brand Safety Certificate



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

Business/Brands Certified:

Sublime

Service provided:

Technology

Month of verification:

September 2019

Good Practice Principles

How Sublime 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.

Digital advertising transactions are governed by Sublime's insertion orders (IOs) referencing Sublime's Terms & Conditions (Ts & Cs).

Sublime can agree to buyers IOs or trading agreement containing the buyers' Ts & Cs.

Sublime also has signed primary agreements with SSP's to facilitate programmatic buying.

Publishers register directly on Sublime's online publisher platform to be accepted to the Sublime network, agreeing to the Sublime Ts & Cs.

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).

Sublime and buyers' IO's contain intentions of where advertising should or should not appear.

Sublime has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.

Buyers can also provide Sublime with their own inappropriate schedule (blacklist) of keywords to run against their campaigns.

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.

Sublime confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

“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...”

The Brand Safety Policy is located at the following link: www.sublime.xyz/en/brand-safety

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

Sublime’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

“Appropriate / Inappropriate URLs
 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).

“Across the sites contextual targeting can be used to exclude advertisers from unsafe content.”

“Prohibited Content
 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... • Adult Content • Offensive Language • Hate Speech • Illegal Downloads/Streaming • Illegal Drugs”

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.

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.

Sublime’s takedown policy is included in their Brand Safety Policy on their website and states:

“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 within 24 hours. 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.”

6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

Sublime have an internal procedure in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

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?

Statement of verification provider:

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.

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.

JICWEBS Standard:



Verified by:



Address:

ABC Ltd
Saxon House
211 High Street
Berkhamsted
Hertfordshire
HP4 1AD

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.