

# UK Good Practice Principles certificate

<p><b>DTSG</b> <b>UK BRAND SAFETY</b></p>	<p><b>JIC WEBS</b></p>	<p>VALID TO:    <small>ePrivacy</small>                  OCTOBER 2019</p>
---	------------------------	--



Company: Taptica, Inc.  
 16 Great Chapel St.  
 London W1F 8FL  
 www.taptica.com

Business/Brands verified:	Taptica - mobile advertising technology
Service provided:	Reseller, Technology
Month of verification:	December 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>Taptica International makes Terms and Conditions directly available on <a href="http://www.taptica.com/">http://www.taptica.com/</a>.</p> <p>Advertisers terms &amp; conditions  <a href="https://www.taptica.com/advertisers-terms-conditions/">https://www.taptica.com/advertisers-terms-conditions/</a></p> <p>Publishers terms &amp; conditions  <a href="https://www.taptica.com/publisher-terms-conditions/">https://www.taptica.com/publisher-terms-conditions/</a></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>Taptica’s technology and procedures prevent ads from being served to publishers which are not on their approved list. The advertisers can view stats by publisher and sub-publisher level, as well as by banner and domain level within a system.</p>

Good Practice Principles	Description of compliance with the Principles
<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>Taptica’s Publishers terms &amp; conditions states:</p> <p>Publisher may implement the Services only on such approved Publisher’s properties as set forth in a given IO (the “Site(s)”) and in accordance with the instructions agreed to by the parties hereto. Any change or amendment to the list of Site(s) must be done in writing and approved in advance by Taptica.</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>Taptica’s product and operational tasks include several safety measures such as ad placement optimization, based on a black/white listing of safe words, among which are included these categories</p> <ul style="list-style-type: none"> <li>• Adult</li> <li>• Arms</li> <li>• Crime</li> <li>• Death/injury</li> <li>• Download</li> <li>• Drugs</li> <li>• Hate speech</li> <li>• Military</li> <li>• Obscenity</li> <li>• Terrorism</li> <li>• Tobacco</li> <li>• Fake New sites</li> </ul> <p>The company is also monitoring banners and video quality and removal of inappropriate images and campaigns. Taptica has integrated a solution and utilizing its system for blacklisting of known inappropriate traffic sources. The company also is monitoring of the click http referrer in order to block inappropriate sources (based on the above mentioned categories). All of the measures are done on advertiser, campaign level or on their entire network, and allows them to remove inappropriate traffic sources promptly.</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>An advertiser can request a take down via email or API integration. Take down via email is actioned within 48h by a Client Success Manager. The API update runs under an hour. If there are any other concerns from Taptica it is actioned by the Client Success Manager who will reach out to the advertiser.</p> <p>Taptica defines in their terms and conditions that Taptica will not be required to publish any ad that is not in accordance with its policies, restrictions or specifications as determined in its sole discretion. Taptica assumes no obligation and hereby disclaims any liability for Advertiser’s use or placements of any ads.</p>

Good Practice Principles	Description of compliance with the Principles
	<p>Client Success Manager/Media Manager locate the publisher or the sub publisher from logs and share their concerns and expectations with them, in case these expectations aren't met, Taptica would disconnect the association between that source and the campaign.</p> <p>As for the Publisher the terms and conditions states that any change or amendment to the list of Site(s) must be done in writing and approved in advance by Taptica. Publisher shall be responsible and solely liable for all actions of its partners and affiliates, including without limiting to, compliance with the terms of this Agreement and any IO.</p>
<p><b>6</b> 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>N/A</p>

**Verified by**

Company: ePrivacy GmbH  
 Große Bleichen 21  
 20354 Hamburg  
 Germany  
[www.eprivacy.eu](http://www.eprivacy.eu)



<p>Statement of verification provider:</p>	<p>Experts from ePrivacy have reviewed the material, documentation and responses on the JICWEBS DTSG Brand Safety criteria, which were evaluated. The enquiries have been designed to substantiate the material, documentation and responses and independently confirm that the brand safety policies stated are designed to fulfil the JICWEBS DTSG Brand Safety criteria, are operationally in place and well documented where required. In our opinion, the implementation of JICWEBS DTSG Brand Safety criteria are fairly implemented and reflect the required brand safety criteria.</p> <p>ePrivacy did not test the compliance with the processes and procedures in practice.</p>
--	---

**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.