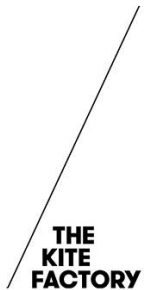


DTSG Brand Safety Certificate



The Kite Factory
 55 New Oxford Street
 London
 WC1A 1BS
<https://thekitefactorymedia.com/>

Business/Brands Certified:

The Kite Factory

Service provided:

Agency

Month of verification:

November 2019

Good Practice Principles

How Kite Factory 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.

Buyers that sign the Kite Factory Media Plan also agree to their Terms & Conditions (Ts&Cs).

Kite Factory will also agree to buyers that use their own IOs and T&Cs.

Kite Factory also has agreements with DSPs.

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.

Agreed Media Plans and IOs contain intentions of where advertising should (or should not) appear.

The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:

Kite Factory have an appropriate schedule (whitelist) where buyers can select the sites they want to run their campaigns against.

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

Kite Factory have a global inappropriate schedule (blacklist) that is run against all campaigns as standard and they can also run client specific inappropriate schedules on request.

B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

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.

Kite Factory confirm the specific provisions and statement of reasonable endeavours within their brand safety policy, which states:

"We have put in place strict exclusions when running activity in the DSP we use. In line with industry best practice we approach this in two ways using 2 different vendors:

- Bottom-up – Pre-bid filtering to exclude any impressions from our programmatic campaigns using content category filtering tools

- Top-down – 3rd party measurement and analytics tools for post-delivery insights into the quality of inventory which allow us to remove any sites or placements that may be seen as harmful to the brand”

The Brand Safety Policy is included in the Privacy Policy and is available on the Kite Factory website at <https://thekitefactorymedia.com/privacy-policy/>

4

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

The Kite Factory Brand Safety Policy explains the processes for reasonable endeavours as follows:

“Pre-bid Content Filtering

Four types of pre-bid filters are being applied:

- DSP content category exclusions, 3rd party content category exclusions (IAS) , URL keyword & blocked sites

IAS is an MRC accredited 3rd party specialist technology that is integrated into the DSP..... The IAS category exclusions are set to exclude anything that is of ‘moderate and high risk’, which is the highest level it can be set at. These categories include:

- Adult, Alcohol, Illegal Downloads, Drugs, hate Speech, Offensive Language, Violence, Unrateable & Suspicious”

“3rd Party Verification – Post-Delivery Insight

We also partner with MOAT analytics to monitor the quality of online advertising.. These insights allow us to improve the quality and effectiveness of advertising through black listing at an agency or client level. We have determined benchmarks for each of the core metrics and will be filtering out domains that fall below this benchmark.

“Grapeshot Safety % – above 10% (with exceptions)

- Grapeshot is an independent context analysis engine which is fully integrated with MOAT. It goes beyond URLs, analysing the actual content on the page to determine its context.”

All tools and products referred to above are non JICWEBS approved.

Kite Factory run buyer’s campaigns against selected sites from their approved sites (Appropriate Schedule), and run a global inappropriate schedule against all campaigns.

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.

Kite Factory’s takedown policy is contained within their brand safety policy on their website, and states:

“If The Kite Factory discovers or is made aware that an online advertisement for a client has appeared on a site that contains or links to inappropriate content. We shall use reasonable endeavours to remove the online advertisement from the site as soon as possible and within a maximum of 2 business days of discovery or notification.”

The contractual consequences of not taking an ad down in accordance with Kite Factory’s brand safety policy will be reviewed and 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.

Kite Factory have an internal procedure 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 Kite Factory’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, Kite Factory 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.