

UK Good Practice Principles certificate



Company: ThirdPresence
 https://www.thirdpresence.com/

Business/Brands verified:	ThirdPresence
Service provided:	Reseller
Month of verification:	September 2018

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 ThirdPresence insertion orders, referencing the Standard IAB terms and conditions.</p> <p>IAB's standard Terms and Conditions are available to view here: https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf</p> <p>Buyer's own Insertion Orders and Master Service Agreements also reference applicable Terms and Conditions for digital advertising.</p> <p>ThirdPresence also has signed agreements with individual Publishers and SSP's.</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>ThirdPresence's and buyers insertion orders/other primary agreement contain intentions of where advertising should (or should not) appear.</p> <p>ThirdPresence has a global inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide ThirdPresence with their own blacklist 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>ThirdPresence confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“We take the issue of brand safety extremely seriously. Our team continuously works to ensure we deliver all ads in a suitable and safe environment and provide the best experience for the end user.”</p> <p>The Brand Safety Policy is available to view here: https://learn.thirdpresence.com/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>ThirdPresence’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“We use our own proprietary technology to monitor brand safety. We adhere to specific whitelists and/or blacklists supplied by the client or produced by ThirdPresence team according to the client’s specifications.</p> <p>Prohibited content</p> <p>We maintain a global blacklist including apps with prohibited content. The following content categories are deemed as prohibited content and if any app is identified to fall under these content categories we will add them to our global blacklist:</p> <ul style="list-style-type: none"> • Adult • Offensive Language • Hate Speech • Crime • Illegal Downloads • Drugs” <p>ThirdPresence will only serve ads on apps which either have an IAB category assigned to them or an AppStore category.</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>ThirdPresence's takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“In the event an ad appears within an app which the client sees as inappropriate, we will investigate the issue and blacklist the app within 24 hours when the request is received Mon-Fri 9 am – 5 pm EEST.”</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>
<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
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Statement of verification
provider:

We have reviewed ThirdPresence'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, ThirdPresence had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

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.