

DTSG Brand Safety Certificate



TripleLift
 Fourth Floor
 45 Whitfield Street
 Fitzrovia
 London
 W1T 4HD
<https://triplelift.com/>

Business/Brands Certified:

TripleLift

Service provided:

Reseller, Technology

Month of verification:

August 2019

Good Practice Principles

How TripleLift 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 TripleLift Insertion Orders (IO's) referencing TripleLift's Terms & Conditions (Ts & Cs).

Buyers' can also provide their own IO's referencing the buyers' Ts & Cs.

Additionally, TripleLift have agreements with DSP's for programmatic buying.

The TripleLift Publisher Master Service Agreement is in place with sellers.

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 IO's 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:

Buyers can select where to run their campaigns from TripleLift's Appropriate Schedule (Whitelist) of vetted and approved sites.

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

Publishers can also choose not to accept advertising by brand or category.

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.

TripleLift confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy and Exchange Policies which states:

"Triplelift uses commercially reasonable efforts to provide participating buyers and sellers with a safe, transparent, and fair marketplace."

Good Practice Principles

How TripleLift complies

TripleLift's Brand Safety Policy is located on their website at: <https://triplelift.com/triplelift-brand-safety/>

TripleLift's Exchange Policies can be accessed via the Brand Safety Policy and are available at the following link: <https://triplelift.com/exchange-supply-policies/>

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

TripleLift's Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

"APPROPRIATE / INAPPROPRIATE SCHEDULE

... TripleLift only offers ad placements across an audited list of...publishers that adhere to our Exchange Policies around unsuitable content. TripleLift is not involved in the buying or reselling of media via 3rd party Exchanges and is directly responsible for all site Integrations. Sites are continuously monitored to ensure compliance to our policies are upheld."

"TripleLift's technology suite includes tools for both brand blocking, category and ad blocking. This ensures all publishers on our exchange are set to block unsuitable content from the first impression served."

TripleLift supports IAS monitoring tags (non-JICWEBS certified) through the DSPs they work with on clients' request. Grapeshot monitoring (non-JICWEBS certified) is also used depending on the clients' request, either through the DSP or to provide deals based on the monitoring data.

The Exchange Policies detail prohibited content categories which are:

1. Adult Content
2. Hate Speech and Defamatory Language
3. Violence and Profanity
4. Illegal Drugs
5. User Experience Interference & Malware.

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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.

TripleLift's Takedown policy is included in their Brand Safety Policy and states:

"In the unfortunate case an ad appears against inappropriate content, TripleLift endeavours to takedown the ad as soon as possible within 24 hours (if reported within daytime hours, Monday-Friday, 9am-5pm).

The contractual consequences of any breach to this policy are considered uniquely in each case.

For take down requests please contact: rtb@triplelift.com"

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

TripleLift has procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaints Monitoring Procedure.

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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?

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Statement of verification provider:

We have reviewed TripleLift'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, TripleLift 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.