

UK Good Practice Principles certificate



Company: Triplelift
 Fourth Floor
 5 Whitfield Street,
 Fitzrovia,
 London
 W1T 4HD
<https://triplelift.com/>

| | |
|---------------------------|----------------------|
| Business/Brands verified: | Triplelift |
| Service provided: | Reseller, Technology |
| Month of verification: | November 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>Buyers that sign the Triplelift Insertion Order (IO) also agree to 4s/IAB Standard Terms & Conditions (Ts&Cs). https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf</p> <p>Triplelift will also agree to buyers own IOs and T&Cs.</p> <p>Triplelift have an ad creative policy that advertisers must adhere to which is located at: https://triplelift.com/creative_ad_policies/</p> <p>Triplelift have agreements with DSPs and will either provide their own agreement or sign the DSPs partners' agreements.</p> <p>They also have Triplelift Publisher Master Service Agreements (MSA's) direct with publishers.</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>Agreed IOs contain intentions of where advertising should (or should not) appear.</p> <p>Buyers can select where to run their campaigns from Triplelift's Appropriate Schedule (Whitelist) of vetted and approved Publishers. Any Publisher that has content that is not considered appropriate can be excluded from buyer's campaigns.</p> |

| Good Practice Principles | Description of compliance with the Principles |
|--|---|
| <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>Publishers can also choose not to accept advertising by brand or category.</p> |
| <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>Triplelift confirm reasonable endeavours are applied in their Brand Safety Policy.</p> <p>Triplelift’s Brand Safety Policy is included in a link in their email signatures and located on their website at: https://triplelift.com/triplelift-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>Triplelift’s processes applied to minimise ad misplacement are included in their Brand Safety Policy which states:</p> <p>"APPROPRIATE / INAPPROPRIATE SCHEDULE</p> <p>In alignment with DTSG’s Primary Agreement, 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..</p> <p>Triplelift support IAS and DV CV tool monitoring tags through the DSPs they work with – on client request.</p> <p>“TripleLift recommends using PMP deals to ensure specific ads are targeted to suitable placements.”</p> <p>Advertisers & Publishers are required to adhere to the Triplelift supply & content restriction policies within their Exchange Policy. This details prohibited content categories which are:</p> <ol style="list-style-type: none"> 1. Adult Content, 2. Hate Speech and Defamatory Language, 3. Violence and Profanity, 4. Illegal Drugs, 5. User Experience Interference & Malware. <p>Triplelifts Exchange policy is located at: https://triplelift.com/exchange-supply-policies/</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>Triplelift's Takedown policy is included in their Brand Safety Policy and states:</p> <p>“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).</p> |

| Good Practice Principles | Description of compliance with the Principles |
|--|--|
| | The contractual consequences of any breach to this policy are considered uniquely in each case. For take down requests please contact: rtb@triplelift.com |
| 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? | |

Verified by

Company: ABC Ltd
 Saxon House,
 211 High Street,
 Berkhamsted,
 Hertfordshire.
 HP4 1AD



| | |
|-------------------------------------|--|
| 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. |
|-------------------------------------|--|

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.