

UK Good Practice Principles certificate



Company: Unruly Group Ltd
 The Whitechapel Building,
 15 Whitechapel High Street,
 London
 E1 8QS
<http://unruly.co/>

Business/Brands verified:	Unruly
Service provided:	Technology
Month of verification:	May 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 Unruly IO agree to the Advertisers Terms & Conditions; a link to which is located on the IO: http://unruly.co/advertiser-terms-conditions/</p> <p>Unruly also has some advertisers who use their own IOs and separate T's & C's.</p> <p>Unruly have agreements and T's & C's with Publishers at http://unruly.co/publisher-terms-conditions/ and agreements with Ad Exchanges.</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>The Unruly IO specifies the targeting instructions and may include appropriate and / or inappropriate schedules.</p> <p>Buyers that do not use the Unruly IO have their own IOs and T's & C's which make reference to targeting instructions and the use of appropriate / inappropriate schedules.</p> <p>Seller's agreements contain intentions as to where video advertising should or should not appear.</p> <p>Unruly have global appropriate and inappropriate schedules that are applied to all video 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>Unruly confirm specific provisions in their UnrulyX Shield, which is on their website and states:</p> <p>“The 5 elements of UnrulyX Shield are the suite of technologies and set of practices that are provided to all advertisers. They combine In-house technology, third party integrations, industry certification and daily quality assurance - all coordinated by our in-house UnrulyX Shield Team.”</p> <p>“Dedicated Brand Safety Team – We don’t leave your safety to machines alone. To ensure best practices are rigorously applied, our in-house team takes a ‘defence-in-depth’ approach, undertaking rigorous daily quality checks, such as monitoring upwards of 4 million views a day for compliance against Unruly’s Network Policies, collaborating with our Publisher Activation Team to ensure all publishers sign Terms of Service, and manually vetting each new site before they are accepted into our network.”</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>Unruly work with Video Advertising only, and their Network Policy states the following:</p> <p>"Publishers participating in the Unruly’s Publisher Network are required to adhere and comply fully with these network policies. We ask that you read these policies carefully and refer to this document often. Unruly reserves the right to modify or amend these Network Policies at any time by posting modifications or amendments (including in the form of a restatement if appropriate). It is Publisher’s responsibility to keep up to date with the policies posted here. We also refer you to the Publisher Terms & Conditions (https://unruly.co/publisher-terms-conditions) and the Unruly Player License Agreement (https://unruly.co/media-player-license-agreement). These Network Policies apply to any sites you display Unruly-supplied video content or placements on. Please note that you are required to register all such sites in your account area and the participation of such sites in the Unruly Publisher Network may depend upon Unruly approving each such site in advance or from time to time. The site or sites that are so authorized to participate in the Publisher Network are referred to in these Network Policies as “Publisher’s Site(s).”</p> <p>Publisher’s Site(s) may not display or include any of the following types of prohibited content:</p> <ul style="list-style-type: none"> • Violent content, racial intolerance or advocacy against any individual, group or organisation • Pornography, nudity, adult or mature content • Hacking/cracking content • Illicit drugs and drug paraphernalia • Excessive profanity • Facilitation or promotion of illegal file sharing

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	<ul style="list-style-type: none"> Sales or promotion of weapons or ammunition (e.g. firearms, fighting knives, stun guns) Sales or promotion of tobacco or tobacco-related products Sales or promotion of prescription drugs Sales or promotion of products that are replicas or imitations of designer goods Sales or distribution of term papers or student essays Cult or Occult related content Gambling content User Generated Content (UGC) <p>Any other content that is illegal, promotes illegal activity or infringes on the legal rights of others.</p> <p>Publishers Must Abide by Additional Restrictions of Advertising Clients.</p> <p>Unruly May Monitor Publisher’s Site(s) for Compliance</p> <p>You hereby consent to us monitoring, recording, using, and disclosing information about any Publisher’s Site(s) to verify compliance with these Network Policies and the Publisher Agreement. Unruly reserves the right to refuse participation to any applicant or participant or site at any time in its sole discretion. Even if Unruly approves a site as a Publisher’s Site, we may later terminate such site’s participation if we determine that these Network Policies or any other terms of the Publisher Agreement have been breached.”</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>In the event of a client’s advertisement appearing in an environment they deem inappropriate Unruly will make all reasonable efforts to remove the placement within 7.5 business hours of written notification.</p> <p>“Non-compliance With Policies May Lead to Disqualification or Termination, etc.</p> <p>Failure to adhere or comply with these policies may result in disqualification or termination of Publisher or any Publisher’s Site(s) and/or the withholding or cancellation of any amounts that otherwise might have been owing or payable to Publisher. Unruly reserves the right to suspend, disable or terminate any account at any time. If Publisher’s account is disabled, Publisher may, at Unruly’s election in its sole discretion, temporarily or permanently terminate participation in the Unruly Publisher network.”</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?	

Verified by

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



Statement of verification
provider:

We have reviewed Unruly'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, Unruly 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.