

DTSG Brand Safety Certificate



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

Business/Brands Certified:

Unruly

Service provided:

Technology

Month of verification:

May 2019

Good Practice Principles

How Unruly 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 the Unruly Insertion Orders (IO's) which contain the Unruly Terms & Conditions.

The Unruly Terms & Conditions are available to view here:

<http://unruly.co/advertiser-terms-conditions/>

Unruly also has agreements with buyers who use their own IOs and contain the buyers' Terms and Conditions.

Unruly have agreements with Publishers which contain the Unruly Publisher Terms and conditions.

The Publisher Terms and Conditions are available to view here:

<http://unruly.co/publisher-terms-conditions/>

Unruly also have agreements with programmatic partners on both the buy-side and sell-side, where the terms agreed are the buyer / seller.

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.

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

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 Buyers and Sellers pre-delivery).

The Unruly and Buyers IO's contain targeting instructions and appropriate and/or inappropriate schedules.

Unruly's vetted publisher network forms their global appropriate schedules that are applied to all video campaigns.

Unruly's publisher agreements include a link to their Ts & Cs, which state "Publisher agrees as follows in respect of each Publisher's Site: ...to not display or include any of the following types of prohibited content on any of the Publisher's Site(s): violent content, racial intolerance or advocacy against any individual, group or organisation; pornography, nudity, adult or mature content; hacking/cracking content;" etc

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Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly.

Unruly confirm specific provisions via their UnrulyX Shield document, which is on their website and states:

"We are extremely passionate about brand safety at Unruly; from our dedicated in-house brand safety team to our long standing partnerships with [...] ad verification companies"

"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."

The Unruly Shield Document is available to download here: <https://unruly.co/what-we-do/unrulyx/#unrulyx-shield>

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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.

Publishers are vetted according to Unruly's network policies, which are referenced in the Publisher Ts & Cs (<https://unruly.co/publisher-terms-conditions>) and state the following:

"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)."

Publisher's site(s) may not display or include anything listed as prohibited content in the Unruly Ts & Cs and Unruly may monitor publisher's site(s) for compliance with their policies.

Unruly also use the Content Verification tool Grapeshot (Non-JICWEBS Certified) as standard on all campaigns, which works as a pre-bid blocking tool using contextual keyword blocking.

Unruly have created custom segments to block ads being served to pages containing specific keywords and can monitor where ad delivery is being blocked and for what reason.

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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.

Unruly's takedown policy is included within their UnrulyX Shield document and states:

"In the event of a client's advertisement appearing in an environment they deem inappropriate Unruly are committed to removing the placement within 3 business hours of written notification."

Contractual consequences of an ad takedown will be decided on a case-by-case basis.

Good Practice Principles

How Unruly complies

The network policy states:

“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.”

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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?

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.

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.