

# UK Good Practice Principles certificate



Company: Ve Global UK Limited  
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 London,  
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<https://www.ve.com/>

Business/Brands verified:	Ve Global UK
Service provided:	Technology
Month of verification:	October 2018

## Findings

Good Practice Principles	Description of compliance with the Principles
<p><b>1</b> 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 Ve Global insertion orders, referencing the Ve Framework Terms and other legal policies.</p> <p>The VE Framework Terms and other legal policies are available to view here:  <a href="https://www.ve.com/customer-agreements">https://www.ve.com/customer-agreements</a></p> <p>The Brand Safety Policy, which can be accessed via the legal policies page above, and is available to view here:  <a href="https://resources.ve.com/hubfs/01%20Corporate%20Website/Legal%20Policies/EN%20Brand%20Safety%20Policy.pdf">https://resources.ve.com/hubfs/01%20Corporate%20Website/Legal%20Policies/EN%20Brand%20Safety%20Policy.pdf</a></p> <p>Ve Global have signed agreements with Exchanges.</p>
<p><b>2</b> 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"> <li>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</li> <li>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</li> </ul>	<p>Insertion Orders include targeting instructions which are agreed pre-delivery of any campaign.</p> <p>Ve have a global blacklist that is applied to all campaigns.</p> <p>Additionally, buyers may specify the use of appropriate schedules (whitelists) or inappropriate schedules (blacklists).</p>



Good Practice Principles	Description of compliance with the Principles
<p><b>3</b> 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>Ve confirm specific provisions in their Brand Safety Policy which states:</p> <p>“Ve Global UK Limited (“Ve”) is committed to providing outstanding customer service for brand clients and publisher partners and takes brand safety very seriously. The measures we take to ensure brand safety is upheld are detailed within this Brand Safety Policy.”</p> <p><a href="https://resources.ve.com/hubfs/01%20Corporate%20Website/Legal%20Policies/EN%20Brand%20Safety%20Policy.pdf">https://resources.ve.com/hubfs/01%20Corporate%20Website/Legal%20Policies/EN%20Brand%20Safety%20Policy.pdf</a></p> <p>A link to the legal policies page, including the Brand Safety Policy appears on Ve’s Insertion Orders.</p>
<p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>Ve’s Brand Safety Policy explains the processes that form the specific provisions. Some extracts from this policy and supplementary information is given below:</p> <p>“At Ve, we have developed our own verification process. All inventory we access goes through a three-stage process including both automated and manual checks, ensuring everything is ‘VeVerified’.</p> <p>Firstly, we only buy advertising space through our demand-side platforms’ audited inventory, which undergoes a visual human check for brand safety when it is on-boarded.</p> <p>Secondly, we have a dedicated analytics and publishing team who constantly review our delivery to ensure that brand safety is upheld. The team analyses all metrics to flag anything suspicious and, in the event that anything is flagged, action is taken to remove or monitor the inventory source.”</p> <p>Ve can include Integral Ad Science and Double Verify pre-bid solutions via their DSP upon buyer request</p> <p>“Whitelists and Blacklists</p> <p>Blacklists are used at placement, website, publisher and seller level. Blacklists assist us to remove unsuitable websites from our inventory pool. We ensure that all of these blacklists are monitored and updated on a regular basis. The exchanges are constantly growing with the addition of new inventory, so we ensure our blacklists are constantly evolving and reacting to such growth.</p> <p>Additionally, you can provide us with your own blacklists to run across all our activity, or we can run a whitelist of approved sites to guarantee your brand safety.”</p>
<p><b>5</b> 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>Ve Interactive's Brand Safety Policy states the following:</p> <p>"In the very unlikely event that one of our ads is published on a website that is deemed inappropriate, we will make every reasonable effort to take it down as soon as possible, irrespective of whether it was bought directly or indirectly. All takedown requests received within UK business hours (Monday to Friday, 9am to 5.30pm GMT) will be actioned within 1 business day of confirmed receipt.</p>

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	<p>Ve Interactive deem inappropriate content to be any material that is illegal, offensive, abusive, indecent, defamatory, obscene or menacing or that will infringe copyright, trademark, confidence, privacy or any other right.</p> <p>The contractual consequences of our failure to take reasonable steps to remove an ad from an unsuitable website upon written request are evaluated on a case-by-case basis. To contact Ve with a takedown request, please email, or telephone +44 (0)20 3675 8836."</p>
<p><b>6</b> 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  
 Saxon House,  
 211 High Street,  
 Berkhamsted,  
 Hertfordshire.  
 HP4 1AD



<p>Statement of verification provider:</p>	<p>We have reviewed Ve Global’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.</p> <p>In our opinion, at the time of our review, Ve Global had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.</p>
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### 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.