

UK Good Practice Principles certificate



Company: Vibrant Media Ltd.
 33 Queen Street
 London
 EC4R 1BR
<https://www.vibrantmedia.com/en>

Business/Brands verified:	Vibrant Media
Service provided:	Platform
Month of verification:	June 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>Vibrant’s own Insertion Orders reference the Standard IAB Terms and Conditions which are available here: https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf</p> <p>Buyer’s own Insertion Orders also reference applicable Terms and Conditions for digital advertising.</p> <p>Vibrant also has signed agreements with individual Publishers and advertising 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>Vibrant uses an appropriate schedule of vetted publishers on its advertising network. Within this network buyers specify targeting instructions including appropriate and inappropriate schedules.</p> <p>Vibrant also use a global keyword inappropriate schedule across all 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>Vibrant’s Brand Safety Policy confirms the specific provisions applied to minimise the risk of ad misplacement and states:</p> <p>“We partner with credible and premium publishers so advertisers can buy directly or programmatically, knowing that we will always deliver a brand safe and premium environment.”</p> <p>The Brand Safety Policy is located on Vibrant’s website here: https://www.vibrantmedia.com/en/advertisers/</p> <p>A link to the Brand Safety Policy is also included in staff email signatures.</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>Vibrant’s Brand Safety Policy outlines the processes to minimise the risk of ad misplacement as follows:</p> <ul style="list-style-type: none"> • “We only work with premium publishers • We run a global blacklist that contains negative words which prevent ads displaying where those words appear • We have vertical specific blacklists • We can create exclusion lists on an individual campaign level” <p>Vibrant’s own proprietary CV Technology, SafeServe (non-JICWEBS certified), is run on all campaigns with the intention of blocking the serving of ads post-bid based on scanning for keywords and combinations of keywords.</p> <p>Vibrant also has the capability to implement 3rd party CV tools.</p> <p>All Publishers must adhere to the Vibrant General Terms & Conditions which can be found on the Vibrant website here: https://www.vibrantmedia.com/en/publisher-sign-up/</p> <p>The Terms & Conditions state that the “Publisher represents and warrants that...Publisher Site(s) (and any content therein) are not defamatory, vulgar, pornographic or obscene, and are in compliance with any content guidelines provided by Vibrant”.</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>Vibrant’s own Insertion Orders reference the Standard IAB Terms and Conditions which include the contractual consequences of not taking down any ad in violation of the “Editorial Adjacency Guidelines”:</p>

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	<p>“Should Ads appear in violation of the Editorial Adjacency Guidelines, Advertiser's sole and exclusive remedy is to request in writing that Media Company remove the Ads and provide makegoods or, if no makegood can be agreed upon, issue a credit to Advertiser equal to the value of such Ads, or not bill Agency for such Ads...</p> <p>...After Agency notifies Media Company that specific Ads are in violation of the Editorial Adjacency Guidelines, Media Company will make commercially reasonable efforts to correct such violation within 24 hours.”</p> <p>Where there are agreements with buyers which differ to Vibrant’s IO’s, Vibrant will adhere to the time frame set out in the agreements. The contractual consequences of not taking down the ad will be subject to the terms of each individual agreement negotiated with each buyer.</p>
<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?</p>	

Verified by

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



Statement of verification provider:	<p>We have reviewed Vibrant Media’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, Vibrant Media 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.