

# DTSG Brand Safety Certificate



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

Business/Brands Certified:

Vibrant

Service provided:

Reseller, Technology

Month of verification:

April 2020

## Good Practice Principles

## How Vibrant 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.

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](https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf)

Buyer's own Insertion Orders also reference applicable Terms and Conditions for digital advertising.

Vibrant also have signed primary agreements with Publishers and an Exchange.

**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).

Vibrant uses an appropriate schedule of vetted Publishers on its advertising network. Within the network buyers specify targeting instructions including keyword appropriate schedules.

Vibrant has a global inappropriate schedule which is run across all campaigns.

Publishers are subject to the Vibrant T's & C's which are located here: <https://www.vibrantmedia.com/en/publishers/general-terms-conditions/>

Vibrant Publisher T's & C's state: "3.8 Publisher represents, and warrants that: (a) Publisher Site(s) (and any content therein), are not defamatory, vulgar, pornographic or obscene... and will not violate any laws or false advertising and (ii) the Publisher Guidelines;"

**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.

Vibrant confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

"We partner with... Publishers so advertisers can buy directly or programmatically, knowing that we will always deliver a brand safe environment."

| Good Practice Principles  | How Vibrant complies  |
|---|---|
|   | <p>The Brand Safety Policy is located here: <a href="https://www.vibrantmedia.com/advertisers/">https://www.vibrantmedia.com/advertisers/</a></p> <p>Vibrant communicates the processes and procedures to minimise the risk of ad misplacement via their brand safety policy by email which contains a link to its location.</p>  |
| <p>4 Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.</p>  | <p>Vibrant’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“...we offer on-page, real time protection to ensure the most brand safe environment for our brands.</p> <ul style="list-style-type: none"> <li>• We run a global blacklist that contains negative words which prevent ads displaying where those words appear</li> <li>• We have vertical specific blacklists</li> <li>• We can create exclusion lists on an individual campaign level”</li> </ul> <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>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>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.</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> <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 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>  | <p>Vibrant have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaints Monitoring Procedure.</p>  |
| <p>7 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>  | <p>All applicable brand safety measures are addressed above.</p>  |

## Statement of verification provider:

We have reviewed Vibrant Media Ltd.'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, Vibrant Media Ltd had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

ABC  
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.