

DTSG Brand Safety Certificate

Widespace
76-78 Charlotte Street
London
W1T 4QS
<https://www.widespace.com/>

Business/Brands Certified:

Widespace

Service provided:

Reseller, Technology

Month of verification:

April 2019

Good Practice Principles

How Widespace 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 Widespace Insertion Orders or buyers own Insertion Orders which contain the buyer's Terms & Conditions.

Self-serve buyers are provided access to the Widespace platform.

Widespace also has agreements with a Publisher and Ad Exchanges.

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.

Buyers' Insertion Orders contain intentions as to where advertising should (or should not) appear.

Widespace have an appropriate schedule (whitelist) which buyers can select sites to run against their campaigns.

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

Buyers can also provide Widespace with their own whitelist or blacklist to run against their campaigns.

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).

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

Widespace confirms the specific provisions applied to minimise the risk of ad misplacement in their sales deck which is presented to all potential buyers in meetings.

This sales deck is emailed to each buyer after the meeting.

4 Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.

Widespace's Brand Safety Processes are as follows:

Widespace has a whitelist which buyers can select sites to run against their campaigns.

Buyers can provide their own whitelist and Widespace will work with this by suggesting additional sites to add.

Good Practice Principles	How Widespace complies
	<p>Buyers can also provide their own blacklist.</p> <p>Additionally, if buyers work with a content verification provider for monitoring purposes, Widespace are able to implement these monitoring tags.</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>Widespace's takedown policy is emailed to all clients. The policy states:</p> <p>"In case of any emergency outside of our business hours, we have a generic campaign management email address which we ask clients to use: traffic@widespace.com. If it is outside business hours then they will receive an out of office with details of a specific person 'on call' with a number for them to phone or text. This will be responded to within 2 hours from receiving a call or text and action taken."</p> <p>The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on a case by case basis with the buyer.</p>
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<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>	
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Statement of verification provider:

We have reviewed Widespace'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, Widespace 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.