

DTSG Brand Safety Certificate



Xandr
50 Eastcastle Street
Suite 200
London
W1W 8EA
UK

Business/Brands Certified:

Xandr Platform

Service provided:

Technology

Month of verification:

May 2020

Good Practice Principles

How Xandr 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.

All buyers and sellers are subject to the terms and conditions of the Xandr Master Services Agreement which requires compliance with the Xandr [Service Policies](#).

The Xandr Service Policies include:

[Policies for Buying](#)

[Policies for Selling](#)

[Policies for Data Providers](#)

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).

All transactions within the Xandr platform are programmatic. Seller and Buyer intentions are communicated in the bid request and bid response, respectively.

Buyers have the ability to select and omit content categories and specific apps and domains (appropriate and inappropriate schedules) through the Xandr UI or through their DSP UI.

Xandr employs enterprise level blacklists. In addition, buyers can create whitelists and blacklists at the campaign level.

Xandr partners with a number of third-party service providers that buyers and sellers can contract with independently for brand safety services, including JICWEBS certified comScore vCE Validation by comScore.

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.

By signing the Xandr Master Services Agreement, and agreeing to Xandr's Policies for Selling, sellers confirm that reasonable endeavours will be applied to minimize the risk of ad misplacement.

Customers of the Xandr platform must have policies and procedures in place to ensure platform compliance. While individual efforts may vary depending on the circumstances, all members are responsible for actively monitoring and policing any inventory that they make available for sale and must promptly respond to any violations.

Xandr may review a member’s policies and procedures, and request improvements, including, as a requirement, to sell through the platform. Xandr reserves the right to take any reasonable action to enforce the Service Policies. Xandr may consider the following:

- Whether the member has reasonable policies and procedures in place.
- Whether the member’s existing policies and procedures were followed.
- Whether, and how, the member has implemented prior recommendations from Xandr.
- The degree to which the incident was preventable or purposeful.
- The severity of the incident.

Xandr generally reserves the right to withhold payment to sellers for any inventory sold on their platform that violates their Service Policies.

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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.

Xandr maintains a strict set of baseline criteria for excluding unacceptable inventory from being sold over the Xandr platform. Any inventory that falls within these criteria will be added to the platform blacklist. Xandr rejects all requests made to the servers originating from an inventory on the blacklist, including auction requests, pixel calls and user syncing activities.

Xandr has a team that performs audits on publisher inventory, assigning content classification, attributes and characteristics to each site and app in the system. Sites and Apps are checked against Xandr’s Policies for Selling. Inventory that includes malware or other restricted content (e.g. no pornographic sites, hate speech, pirated media) are rejected. Any sensitive attributes (such as political content, social media or forums) are labelled accordingly.

Xandr partners with a number of third-party service providers that buyers and sellers can contract with independently for brand safety services.

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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.

According to the Xandr Platform Policies:

“Xandr may, in its discretion, take any reasonable action to protect the health and safety of our platform, our customers, and end users. This includes that Xandr may disable, block, or otherwise ban, any content, and in some cases suspend or terminate member accounts, to address content or practices it reasonably believes do not conform to its Service Policies.”

Good Practice Principles	How Xandr complies
	<p><i>Customers of the Xandr platform must have policies and procedures in place to ensure compliance. While individual efforts may vary depending on the circumstances, all members are responsible for actively monitoring and policing any inventory that they make available for sale, and must promptly respond to any violations. Xandr may review a member's policies and procedures, and request improvements, including as a requirement, to sell through the platform.</i></p> <p><i>Xandr generally reserves the right to withhold payment to sellers for any inventory sold on our platform that violates our Service Policies."</i></p> <p>According to the Xandr Master Services Agreement:</p> <p><u>Term; Termination; Suspension</u></p> <p><i>"... We may immediately suspend your use of the Services without notice (a) if, acting in good faith, we determine you are in breach of Section 6.1, any Service Policy..."</i></p> <p>The Xandr takedown polices can be found in the "Policy Enforcement" sections of the Buyer and Seller policies.</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>Xandr has implemented a complaint handling, tracking, and monitoring process in adherence with the DTSG Logged Complaint Monitoring Procedure.</p> <p>Complaints are routed to Adquality@xandr.com, which is managed by the Creative Product and Product Operations teams.</p>
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<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 Brand Safety policies and controls are addressed above.</p>
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Statement of verification provider:

We have reviewed Xandr's policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG UK Good Practice Principles. Our examination was 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, Xandr had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

BPA Worldwide
Clerkenwell House
45-47 Clerkenwell Green
Clerkenwell, London
EC1R 0EB
UK

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.