

UK Good Practice Principles certificate



Company: Xaxis
 26 Red Lion Square
 London
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 United Kingdom
<http://www.xaxis.com>

Business/Brands verified:	Xaxis
Service provided:	Agency
Month of verification:	August 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>Digital display advertising transactions are governed by Xaxis insertion orders (IO's), referencing Group M Terms and Conditions (T's & C's).</p> <p>Xaxis also has signed agreements with individual Publishers which reference the Group M Terms and Conditions.</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> <p>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</p> <p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p>Xaxis insertion orders and agreements contain intentions and/or targeting instructions of where advertising should (or should not) appear.</p> <p>Xaxis has global appropriate schedules (whitelists) from which buyers run against their campaigns. The whitelist is manually vetted to classify the content.</p> <p>Xaxis has a global inappropriate schedule (the GroupM blacklist) which is run across the majority of campaigns. Xaxis UK's YouTube products do not explicitly exclude the GroupM Blacklist, instead Xaxis apply an OpenSlate targeting list so that campaigns only run against approved channels.</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>Xaxis confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“This policy document describes the governance process which Xaxis UK employs to ensure Brand Safety for our clients and outlines the way in which all reasonable endeavours are made to minimise the risk of ad misplacement across delivery channels”</p> <p>The Brand Safety Policy is located at the following link: https://www.xaxis.com/static/view/xaxis-uk-brand-safety</p> <p>Xaxis communicates the processes and procedures to minimise the risk of ad misplacement via their brand safety policy.</p> <p>Changes or updates to the Brand Safety Policy are communicated to all buyers via email with a link provided to its location.</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>Xaxis’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“We employ a mixture of bespoke appropriate and inappropriate scheduled (whitelists and Blacklists) relevant to the particular buying model, which is powered by internal human and independent content verification providers such as Integral Ad Science (IAS)”</p> <p>“Xaxis UK will work to minimise the risk of ad misplacement on all campaigns...to minimise the risk of ads appearing against:</p> <ul style="list-style-type: none"> • Nudity, Pornography, or Any Explicit Sexual Conduct • Sexual Assault/Child Abuse Content • Graphic Violence/Death • Promotion of Drugs or Illegal Criminal Activity • Copyright Infringement” <p>“Further to this GroupM also works with the City of London Police on Operation Creative to ensure that we always blacklist websites listed as copyright infringing.”</p> <p>“Xaxis UK uses IAS tagging across display campaigns managed by the Xaxis UK Campaign Management team...These technologies, alongside internal human auditing, fuel our weekly network curation routines to minimise the risk of campaigns managed in-house appearing on unsuitable content.”</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>Xaxis’s Takedown policy is detailed in the Brand Safety Policy on the Xaxis website.</p> <p>The policy states:</p> <p>“In the event that an advertiser deems their ad is displayed against inappropriate content, we operate a takedown policy to remove delivery across such content within 3 hours of communication”.</p> <p>“Furthermore, campaign delivery on content that is in breach of the contractual obligations laid out within this document will be compensated by Xaxis. Where external parties are in breach, they are liable to pay compensation to Xaxis”.</p>

Good Practice Principles	Description of compliance with the Principles
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?	None

Verified by

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