

DTSG Brand Safety Certificate



Xaxis
26 Red Lion Square
London
WC1R 4HQ
United Kingdom

Business/Brands Certified:

Xaxis UK

Service provided:

Agency

Month of verification:

November 2019

Good Practice Principles

How Xaxis 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 display advertising transactions are governed by Xaxis insertion orders (IOs), referencing either Group M Terms and Conditions (Ts & Cs) or the buyer's Ts & Cs.

Xaxis also has signed agreements with individual Publishers which reference the Group M Terms and Conditions.

Xaxis also has signed agreements with various programmatic partners on the buy-side/sell-side which reference the buyers/sellers Terms and Conditions.

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.

Xaxis insertion orders and agreements contain intentions and/or targeting instructions of where advertising should (or should not) appear.

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

Xaxis has global appropriate schedules (inclusion list) from which buyers run against their campaigns. The inclusion list is manually vetted to classify the content.

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

Xaxis has a global inappropriate schedule (the GroupM Mandatory Exclusion List) which is run across all campaigns.

B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

Xaxis UK's clients running on YouTube have the option to apply an OpenSlate targeting list (appropriate schedule) so that campaigns only run against approved channels.

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.

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

"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>The Brand Safety Policy is located at the following link: https://www.xaxis.com/static/view/xaxis-uk-brand-safety</p> <p>A link to the Brand Safety Policy is also included on Xaxis' insertion orders.</p>
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<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>Xaxis' 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)" (non JICWEBS certified)</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 (non-JICWEBS approved) 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 inhouse appearing on unsuitable content."</p>
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<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>Xaxis' 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 UK. Where external parties are in breach, they are liable to pay compensation to Xaxis UK."</p>
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<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>Xaxis have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>
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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?

GroupM has a dedicated brand safety training available to all staff.

Statement of verification provider:

We have reviewed Xaxis' 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, Xaxis 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.