

# UK Good Practice Principles certificate



Company: iotec  
 WeWork  
 Kings Place  
 90 York Way  
 London  
 N1 9AG  
<https://www.iotecglobal.com/>

Business/Brands verified:	iotec
Service provided:	Reseller, Technology
Month of verification:	August 2018

## Findings

Good Practice Principles	Description of compliance with the Principles
<p><b>1</b> 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 advertising transactions are governed by buyer's insertion orders (IOs) referencing applicable standard Terms and Conditions (T&amp;Cs).</p> <p>For IOs generated by iotec, iotec T&amp;Cs apply.</p> <p>iotec also has signed primary agreements with exchanges.</p>
<p><b>2</b> 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>The iotec T&amp;Cs (Section 5) state: "We will use commercially reasonable endeavours to procure the positioning and placement of Adverts as detailed in the relevant Insertion Order(s)."</p> <p>Only sites which have been whitelisted (vetted) can have ads served to them. Clients can select a whitelist of sites and/or provide their own whitelist.</p> <p>iotec has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide iotec with their own blacklist to run against their campaigns.</p>

Good Practice Principles	Description of compliance with the Principles
<p><b>3</b> 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>iotec confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>"In our commitment to brand safety, we have stringent internal policies that we adhere to for each and every campaign we run.</p> <p>In addition to our human filters and internal solutions, we can also offer additional brand safety through our partnerships with leading brand safety industry partners."</p> <p>Also, "In addition to our internal brand safety measures, we can offer clients third party pre-bid segments to allow targeting around brand safety within the programmatic auction process. Using this solution ensures that advertisers ads will only appear on appropriate content that has been classified as 'safe' before we place and win bids within the auction."</p> <p>The Brand Safety Policy is located on iotec's website here: <a href="https://www.iotecglobal.com/brand-safety-policy/">https://www.iotecglobal.com/brand-safety-policy/</a></p>
<p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>iotec's Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>It states: "Our teams regularly review and update our blacklists to help us block suspicious sites, or those that present a threat to brand safety. Our blacklists are both URL and vertical based. Through a combination of advanced proprietary algorithms, leading third party vendors and human review, we actively qualify individual websites and continuously monitor and evaluate the inventory we buy to ensure that any objectionable sites are blacklisted straight away.</p> <p>The vertical categories we always block against include (but are not limited to):</p> <ul style="list-style-type: none"> <li>• Adult content</li> <li>• Alcohol content</li> <li>• Dating services             <ul style="list-style-type: none"> <li>• Gambling</li> </ul> </li> <li>• Hate and racism speech             <ul style="list-style-type: none"> <li>• Illegal drugs</li> </ul> </li> <li>• Offensive language</li> <li>• Political and religious sites             <ul style="list-style-type: none"> <li>• Weapons</li> <li>• Violence</li> </ul> </li> </ul> <p>Our blacklist can be requested by clients to be viewed at any time."</p> <p>"Whitelisting is generally applied for specific campaign strategies. Just like with blacklisting, we are able to take a client's mandated whitelist for campaign configuration"</p>

Good Practice Principles	Description of compliance with the Principles
	<p>“In addition to our internal brand safety measures, we can offer clients third party pre-bid segments to allow targeting around brand safety within the programmatic auction process. Using this solution ensures that advertisers ads will only appear on appropriate content that has been classified as ‘safe’ before we place and win bids within the auction.”</p> <p>iotec has the ability to use third party integrations on campaigns with CV Tools such as AdSafe Firewall by Integral Ad Sciences (JICWEBS certified) upon client request.</p>
<p><b>5</b> 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>iotec's takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“iotec uses a number of methods to ensure brand misplacement does not occur and our internal teams will remove any advertisements that are deemed offensive immediately. In the unlikely event that an advertisement appears against content that is deemed inappropriate by the advertiser, the advertiser should contact our Campaign Operations team (campaignops@iotecglobal.com).</p> <p>Inside our working hours (9am-5:30pm GMT) ads will be removed within 2 hours of the initial alert, however we will endeavour to remove ads immediately.</p> <p>Outside of working hours, requests will be carried out within the timescales stated in individual terms and conditions as agreed with the advertiser.</p> <p>Once the ad is removed, we will investigate the matter fully and add the offending site to our master blacklist.”</p> <p>"The contractual consequences of not taking down an advert in accordance with our Takedown Policy are evaluated and agreed with the buyer on a case by case basis."</p>
<p><b>6</b> 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>	

### Verified by

Company: ABC Ltd  
 Saxon House,  
 211 High Street,  
 Berkhamsted,  
 Hertfordshire.  
 HP4 1AD



Statement of verification provider:

We have reviewed iotec’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, iotec had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

## 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.