

# DTSG Brand Safety Certificate



iotec  
 WeWork,  
 90 York Way,  
 London  
 N1 9AG  
<https://www.sbdsgroup.com/>

**Business/Brands Certified:**

iotec

**Service provided:**

Agency, Technology

**Month of verification:**

June 2019

## Good Practice Principles

## How iotec 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 the iotec insertion orders (IOs) which contain the iotec Terms and Conditions (T&Cs). The IO also includes a link to the Brand Safety page on the iotec website.

iotec also have Master Service Agreements with programmatic partners on the buy-side and sell-side, where the terms agreed are the buyers / sellers.

**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 iotec Ts & 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)."

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

iotec has an inappropriate schedule (blacklist) which is run across all 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.

iotec confirm reasonable endeavours to minimise the risk of ad misplacement in their Brand Safety Policy which states:

"In our commitment to brand safety, we have stringent internal policies that we adhere to for each and every campaign we run.

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."

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."

A link to the Brand Safety Policy is included on iotec's insertion orders.

The Brand Safety policy can be found here: <https://www.sbdsgroup.com/brand-safety-policy>

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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.

iotec's Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

"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."

"We continuously monitor and evaluate the inventory we buy to ensure that any objectionable sites are blacklisted straight away.

The vertical categories we always block against include (but are not limited to):

- Adult content
- Alcohol content
- Dating services
- Gambling
- Hate and racism speech
- Illegal drugs
- Offensive language
- Political and religious sites
- Weapons
- Violence

Our blacklist can be requested by clients to be viewed at any time."

"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"

"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."

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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.

iotec's takedown policy is included in their Brand Safety Policy on their website and states the following in relation to the takedown process and consequences:

"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 Client Services team (client-services@iotecglobal.com).

## Good Practice Principles

## How iotec complies

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."

"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."

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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?

## 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.

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.