

UK Good Practice Principles certificate



CADREON

Company: Cadreon,
42 St John's Square,
London,
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<https://www.cadreon.com/>

Business/Brands verified:	Cadreon UK
Service provided:	Agency
Month of verification:	October 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 advertising transactions are governed by Cadreon trading agreements and media plans, referencing Cadreon's standard Terms and Conditions.</p> <p>Cadreon also has signed Master Service Agreements with DSPs where they buy inventory.</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> <ul style="list-style-type: none"> 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 Buyer and Seller pre-delivery). 	<p>Cadreon's Media Plans contain intentions and targeting instructions of where advertising should (or should not) appear.</p> <p>Cadreon has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide Cadreon with their own whitelist or blacklist to run against their campaigns.</p> <p>Cadreon uses the JICWEBS standard certified CV tools The Ad Safe Firewall by Integral Ad Science as pre-bid blocking via their DSP and post-bid blocking on all campaigns.</p> <p>The tool is set to block Moderate / High Risk on all categories. Cadreon also implement a keyword blacklist via the Tool.</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>Cadreon confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Process Document which states:</p> <p>“Cadreon has always been an industry leader in driving awareness, accountability, and process around brand safety. Our current approach includes the use of blacklists, whitelists and 3rd party verification.”</p> <p>Cadreon has communicated the processes and procedures to minimise the risk of ad misplacement via their brand safety process document by email.</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>Cadreon’s Brand Safety Process Document explains the processes applied to minimise ad misplacement as follows:</p> <p>“ There are two components to how we ensure brand safety for our clients:</p> <ol style="list-style-type: none"> 1. Client specific blacklists 2. Content classification <p>The prime mechanism used for every client is client specific blacklists, which are built on sites that are unsuitable for all clients based on content or suspicion of fraudulent activity. In addition to the universal blacklist, we build client specific blacklists depending on the client’s brand requirements e.g. sensitivity to adult content, competitive positioning, avoidance of content verticals such as political, etc.</p> <p>We additionally layer inventory quality bands provided by our partner Integral Ad Science (IAS), whose exclusive data provides valuable information on the impression in the bid request and a better understanding of the content category:</p> <ul style="list-style-type: none"> • Integral derives Brand Safety scores from the page URL: IAS crawls millions of pages every day and determines Brand Safety scores of each page using Integral proprietary algorithms. • Each Integral Brand Safety segment corresponds to the certain range of Integral Brand Safety scores. • Every bid request passed by DSPs to Integral contains URL of the page where the ad will be served. Every time DSPs send a bid request to Integral, Integral appends the request with the segments corresponding to the URL contained in the request. <p>IAS Firewall Package allows blocking, that is classified by tiers, we block moderate & high as default across all activity”</p> <p>Additional Brand Safety processes Cadreon employ include:</p> <ul style="list-style-type: none"> • Client specific whitelists • Keyword blacklist or sensitive words which they employ via Integral Ad Science. • Grapeshot or Pier39 may be used as additional keyword blacklists

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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>Cadreon's takedown policy is included in their Brand Safety Process Document and states:</p> <p>"IPG takes Brand Safety very seriously. If any of those are identified the team prioritises this as most critical and ensures clear internal and external communication as well as technical actions are taken to contain and eliminate the incident. Cadreon team can be contacted through a distro cadukcore@cadreon.com or via dedicated Account manager during the working hours, however limited support can be also offered over the weekend in case of urgency. The necessary takedown action is normally performed within 1-2 hours of flagging and the change will be live as soon as the DSP has processed it (typically 1-3 hours)."</p> <p>The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on a case by case basis with the buyer.</p>
<p>6 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

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<p>Statement of verification provider:</p>	<p>We have reviewed Cadreon'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, Cadreon 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.