

## DTSG Brand Safety Certificate



Sharethrough  
 WeWork  
 1 Waterhouse Square  
 EC1N 2ST

Business/Brands Certified:

Sharethrough

Service provided:

Reseller

Month of verification:

February 2019

### Good Practice Principles

### How Sharethrough 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 Sharethrough's insertion orders referencing Sharethrough's Terms & Conditions.

Sharethrough also sign agency insertion orders and have contracts with DSP's.

Sharethrough have contracts with publishers which contain the Sharethrough Publisher Terms & Conditions: <http://sfp.sharethrough.com/publisher-terms-and-conditions.html>

**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.

Sharethrough and buyer's insertion orders contain intentions of where advertising should/should not appear.

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

Sharethrough has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.

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

Self-serve buyers can also provide Sharethrough with their own blacklist to run against their campaigns.

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.

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

"Sharethrough is dedicated to ensuring a brand safe environment is provided for our advertisers."

The Brand Safety Policy is located at the following link:

<https://www.sharethrough.com/brandsafety/>

Changes or updates to the Brand Safety Policy are communicated to all buyers through Sharethrough staff email signatures which contain a link to the Brand Safety Policy.

<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>Sharethrough's Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>"Sharethrough only offers ad placements across an audited list of publishers that adhere to our Exchange Policies around unsuitable content."</p> <p>"Sharethrough is directly responsible for all site Integrations, with no self serve sign up option. Sites are continuously monitored to ensure compliance to our policies are upheld and contractual brand safety standards are set with each publisher as part of our sign up process.</p> <p>As a general policy, UGC (user-generated-content) sites are not allowed. Sites which include UGC as a portion of the page, in particular as comments/votes/etc, are permissible. Sites where the user generates the main content on the page are not.</p> <p>As per our Inventory Standards policy, sites/placements with the following content cannot be monetised:</p> <ol style="list-style-type: none"> <li>1. Abused Drugs</li> <li>2. Adult Content</li> <li>3. Fake News/Fake Information</li> <li>4. Hacking</li> <li>5. Illegal or Questionable</li> <li>6. Malicious Web Sites</li> <li>7. Marijuana</li> <li>8. Nudity</li> <li>9. Phishing and Other Frauds</li> <li>10. Potentially Damaging Content</li> <li>11. Potentially Unwanted Software</li> <li>12. Racism and Hate</li> <li>13. Sex</li> <li>14. Sex Education</li> <li>15. Supplements and Unregulated Compounds</li> <li>16. URL Transition Sites (site designed to redirect user to other sites)</li> <li>17. Violence</li> <li>18. Weapons</li> </ol> <p>Sharethrough is compatible with DoubleVerify and IAS content verification solutions" (non-JICWEBS Certified) "and recommends their active use". Sharethrough is also compatible with Grapeshot's content verification tool (non-JICWEBS Certified).</p> <p>"Sharethrough also recommends using whitelists/blacklists and Private Marketplaces for each campaign to ensure ads appear on suitable sites and placements."</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>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>Sharethrough's Take Down Policy is included in their Brand Safety Policy and states:</p> <p>"In the case that an ad appears against content deemed inappropriate, Sharethrough endeavours to review the domain and take down the ad as soon as possible within 48 hours (if reported within working hours, Monday-Friday, 9am-5pm).</p> <p>The consequences of any ad misplacement will be agreed on a case by case basis with the buyer.</p> <p>For take down requests please contact: <a href="mailto:support@sharethrough.com">support@sharethrough.com</a>"</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?

### Statement of verification provider:

We have reviewed Sharethrough'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, Sharethrough 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.