

UK Good Practice Principles certificate

DTSG UK BRAND SAFETY	JICWEBS	VALID TO:  SEPTEMBER 2019
	<small>ePrivacy</small>	



Company: video intelligence AG
 Wework Paddington 2
 Eastbourne Terrace
 London W2 6LG
 www.vi.ai

Business/Brands verified:	vi - contextual video platform
Service provided:	Platform
Month of verification:	July 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>Advertisers confirm within their vi's IO that they accept vi's Terms & Condition for Advertisers. T&C's are available under https://www.vi.ai/terms-advertisers/</p> <p>Publisher confirm within their vi order that they accept the vi's Terms & Condition for Publishers. T&C's are available under https://www.vi.ai/terms-publishers/</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>Within the Primary Agreements both parties agree that Terms & Condition for Publishers: vi will monitor all inventory using both in-house and 3rd party verification tools.</p> <p>vi uses the independently-certified Integral Ad Science (IAS) solution. The company use IAS vetting solution for their Publisher integration, which is used in a process that aggregates the results into vi's own Publisher Vetting Tool. Reporting and post analysis are also parts of IAS solution for vi. Besides IAS, vi uses other methods in their Publisher Vetting Tool such as the use of blacklists, domain check to ensure Brand Safety.</p>

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<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>vi's Terms & Condition for Publisher are part of the agreement between vi and Publisher. It contains the certainty that all inventory is compliant with any applicable policies.</p> <p>Publisher are informed in section 3.4 of the Terms & Condition that vi holds the right to remove urls that are highlighted within the reports and pause or cancel a booking based on this reporting.</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>vi declares in their Brand Safety Guideline how they ensure that all involved act accordingly. The Guidelines contain in a comprehensible way their procedure, brand safety standards, usage of 3rd party tools, investigations and take down policy. The policies are shared internally. If someone new joins the team, they have to go through the introduction process which contains these policies.</p> <p>vi's guideline states under section "usage of 3rd party tools" that their used tool analyses and scores individual web pages against several key content categories like:</p> <ul style="list-style-type: none"> • Adult Content • Malware/Adware • Alcohol • Violence • Offensive Language • Illegal Downloads • Hate and Racism Speech • Illegal Drugs • Bot Networks • Malicious websites • Peer to Peer File Sharing • Weapons • Message Boards and un-moderated Forums <p>vi does not permit self-serve sign up and vets each new publisher to minimise the risk of ad misplacement. The guideline further specifies that any sites identified that contain this type of content mentioned above are reviewed and publishers are contacted to rectify and, if unable or unwilling to do so, are placed on the global blacklist. A re-vetting process is conducted periodically by vi.</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 Terms & Conditions are available for Advertiser and Publisher. vi states clearly what consequences can be expected.</p> <p>Terms & Condition for Advertisers: Advertiser may request, in writing, that Ad Media is removed from a website and vi shall contact the relevant third party supplier in relation to the same as soon as reasonably practicable. vi shall inform the Advertiser when the Ad Media has been removed.</p>

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	The takedown regulation of vi is describe in their Brand Safety Guidelines. vi's trained team removes any advert within two hours of the initial alert.
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?	N/A

Verified by

Company: ePrivacy GmbH
 Große Bleichen 21
 20354 Hamburg
 Germany
www.eprivacy.eu



Statement of verification provider:	Experts from ePrivacy have reviewed the material, documentation and responses on the JICWEBS DTSG Brand Safety criteria, which were evaluated. The enquiries have been designed to substantiate the material, documentation and responses and independently confirm that the brand safety policies stated are designed to fulfil the JICWEBS DTSG Brand Safety criteria, are operationally in place and well documented where required. In our opinion, the implementation of JICWEBS DTSG Brand Safety criteria are fairly implemented and reflect the required brand safety criteria. ePrivacy did not test the compliance with the processes and procedures in practice.
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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.