

## DTSG Brand Safety Certificate



video intelligence AG  
 Central Working  
 2 Kingdom Street  
 London  
 W2 6BD

Business/Brands Certified:  
 vi - contextual video platform

Service provided:  
 Reseller, Technology

Month of verification:  
 September 2019

### Good Practice Principles

### How video intelligence 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.

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/>

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/>

**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.

Within the Primary Agreements both parties agree that:  
 Terms & Condition for Publishers: vi uses blacklists or domain check to ensure Brand Safety.

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

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. In the absence of specific provisions, then as a minimum, a statement of reasonable endeavours is required.

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.

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.

4

Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.

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.

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:

- 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

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.

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.

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.

The Terms & Conditions are available for Advertiser and Publisher. vi states clearly what consequences can be expected.

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.

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 or within the timeframe agreed in individual contracts.

vi's individual contracts with advertisers include provisions regarding quality standards / take down and also set forth an addendum with specifics. Clients have the possibility to contact their central contact person about take down requests.

6	The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.	vi stated their procedure of logged complaint monitoring in their verification process in a comprehensible way. The company sets their timeframe on internal investigation by less than 6 working days. Responsible Officer is involved in every step of resolving the complaint.
7	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

**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.

JICWEBS Standard:



Verified by:



Address:

ePrivacy GmbH  
 Große Bleichen 21  
 20354 Hamburg  
 Germany  
[www.eprivacy.eu](http://www.eprivacy.eu)

**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.