

Sample Primary Agreement

DTSG Business Name: XXX Ltd (the provider)

XXX Ltd has systems in place to minimise the risk of ads being displayed alongside inappropriate inventory that is sourced directly and / or indirectly.

XXX Ltd enables the following to minimise the risk of ad misplacement:

- A. Independently-certified (to JICWEBS standards) CV Tools (criteria agreed pre-delivery between the Buyer and Seller)
- B. Appropriate/Inappropriate schedules (criteria agreed pre delivery between the Buyer and Seller)

A. CV Tools: If A has been ticked state which tool(s) are used? Is it (are they) certified by an independent third party to JICWEBS standards? How is it (are they) configured and used *eg: for blocking and or monitoring ad delivery*? On all campaigns or specific ones? What criteria are agreed pre-delivery of ads?

B. Appropriate/inappropriate schedules: If B has been ticked, state the policy for appropriate and/or inappropriate schedules and explain how this is agreed by the recipient, pre-delivery of ads.

State or reference documentation which explains how XXX Ltd monitors delivery of ads, its ad take down policy and any contractual consequences of this policy not being implemented.

Signed : A. Seller (on behalf of XXX Ltd)

Signed : A. Buyer (on behalf of YYY Ltd)