

# UK Good Practice Principles certificate



# navigate

Company: Navigate Digital Limited  
 2nd Floor  
 180 Borough High Street  
 London  
 SE1 1LB  
<http://www.navigatedigital.com/>

|                           |               |
|---------------------------|---------------|
| Business/Brands verified: | Navigate      |
| Service provided:         | Agency        |
| Month of verification:    | December 2018 |

## Findings

| Good Practice Principles  | Description of compliance with the Principles   |
|---|---|
| <p><b>1</b> 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 Navigate Digital Media Plans.</p> <p>Navigate also partner with DSP's, Publishers and Platforms and sign the Sellers Insertion Orders which contain the sellers Terms and Conditions.</p>   |
| <p><b>2</b> 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"> <li>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</li> <li>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</li> </ul> | <p>The Navigate Digital Media Plans contain intentions and targeting instructions of where advertising should (or should not) appear.</p> <p>Navigate Digital use the Police Intellectual Property Crime Unit (PIPCU) 'Infringing Website List' (blacklist), which is run across all campaigns.</p> <p>Navigate Digital use DV Digital Impression Quality - Real-Time Ad Blocking content verification tool in blocking mode to minimise ad misplacement.</p> |
| <p><b>3</b> 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>Navigate Digital confirm the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>"At Navigate we work to ensure our clients are accessing quality inventory, working to reduce the risk of ad-misplacement in non-brand safe environments &amp; minimise delivery of fraudulent impressions"</p>   |

| Good Practice Principles   | Description of compliance with the Principles  |
|--|--|
| <p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p> | <p>The Navigate Digital Brand Safety Policy states the following:</p> <p><b>“BRAND SAFETY APPROACH</b><br/>                     Category exclusions (Via Double Verify’s Certified CV Tool)</p> <p>These are in place across all campaigns by default and include blocking at both domain and page-level against the following content classified under the following categories:-</p> <ul style="list-style-type: none"> <li>• Adult content</li> <li>• Extreme graphic/explicit violence</li> <li>• Hate/Profanity</li> <li>• Nuisance Spyware/Malware</li> <li>• Illegal content</li> </ul> <p><b>Site exclusion lists</b><br/>                     The <a href="#">Infringing website list</a> is applied as a blacklist for all campaigns</p> <p><b>Partners</b><br/>                     We Trade with Partners who are DTSG certified, offering controls and safeguards against potential misplacement</p> <p>Where a partner we work with is not DTSG certified, we seek further clarification and understanding of the brand safety safeguards in the place before consulting with each of our clients beforehand to see if the measures in place from the trading partner are adequate</p> <p><b>ADDITIONAL PARTNER-SPECIFIC PROCESSES</b></p> <p><b>FACEBOOK</b><br/>                     Campaigns which opt-in to non-Facebook/Instagram feed or Stories placements (Audience Network, Instant Articles, In-Stream Video) will by default have the following category exclusions applied:-</p> <p>Debatable social issues<br/>                     Mature<br/>                     Tragedy &amp; conflict</p> <p><b>YOUTUBE</b><br/>                     Campaigns are opted-in to the ‘Standard’ inventory type (show ads on content that’s appropriate for most brands), with an option to move to ‘Limited’ inventory also provided to clients</p> <p>The following sensitive filters “excluded content” categories will also be added across all campaigns: “tragedy &amp; conflict”, “sensitive and social issues”, “profanity and rough language”, “sexually suggestive” and “sensational and shocking”</p> <p>YouTube state, “while content exclusions are done to the best of our ability, we can’t guarantee that all related content will be excluded</p> |

| Good Practice Principles  | Description of compliance with the Principles  |
|---|--|
|   | Placement exclusions can also be applied for specific YouTube channels and/or videos on a campaign-by-campaign basis, where required.”   |
| <p><b>5</b> 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 Navigate Digital Brand Safety Policy states the following:</p> <p><b>“TAKE DOWN PROCEDURE</b></p> <p>Our processes outlines above are designed to ensure we minimise the risk of ad misplacement on behalf of our clients. Should a campaign appear in an environment deemed in an environment classified as inappropriate by the client, clients should contact their account team.</p> <p>Upon receiving the request from the client, the account team will pause the campaign whilst a full investigation is carried out. Timeframes for pausing activity vary by buy-type:-</p> <ul style="list-style-type: none"> <li>• For activity bought directly by the agency (e.g. Facebook, YouTube) – the request to pause will be actioned within the same business day*</li> <li>• For activity bought via a programmatic vendor – the request to pause will be related to the vendor within the same working day. The timeframe for auctioning the pause is dependent on each vendor (to be agreed in advance of each campaign with each vendor)</li> </ul> <p>Activity shall remain paused, with activity only resuming once the client agrees that the measure in place are acceptable.</p> <p>(*Navigates business hours are Monday – Thursday 09:30 – 17:30, Friday 09:30 – 16:00).</p> <p>The contractual consequences of not taking down and advert in accordance with our procedure are evaluated and agreed with the client on a case-by-case basis.”</p> |
| <p><b>6</b> 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**

Company: ABC Ltd  
 Saxon House,  
 211 High Street,  
 Berkhamsted,  
 Hertfordshire.  
 HP4 1AD



Statement of verification provider:

We have reviewed Navigate Digitals 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, Navigate Digital had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

## 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.