

DTSG Brand Safety Certificate



PubMatic Limited
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<https://pubmatic.com/>

Business/Brands Certified:

PubMatic

Service provided:

Technology

Month of verification:

October 2019

Good Practice Principles

How PubMatic 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.

All sellers agree to the PubMatic Publisher Services Agreement, which states, *"Publisher represents and warrants to PubMatic that: (a) each Publisher Property that displays advertisements via the PubMatic Services shall: (i) neither violate any applicable laws or regulations, nor contain Prohibited Content... 'Prohibited Content' is defined as indecent, obscene or pornographic material, hate speech, subject matter that a reasonable person would consider highly objectionable, any material which improperly references illegal activities, or any material that is or contains malware, viruses, or other potentially destructive computer programs and security threats."*

All buyers agree to the PubMatic Demand Services Agreement, which states, *"the Creative Content (and any product or service which the Creative Content promotes), which it displays on the Publisher Inventory via the Demand Services, will not violate any applicable law or regulation, or contain infringing, indecent, obscene or pornographic material, hate speech, subject matter that a reasonable person would consider highly objectionable, any material which promotes illegal activities, or contain any material that consists of or incorporates malware, viruses or other potentially destructive or harmful computer programs or security threats (Prohibited Content)."*

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.

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

Buyers

PubMatic's buyers (DSP's) have the ability to select and omit content categories and specific domains (appropriate and inappropriate schedules).

Good Practice Principles

How PubMatic complies

- 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).

Supply – Sellers

PubMatic employs a robust publisher on-boarding review process, using a third-party Content Verification company. PubMatic will only serve on reviewed and approved domains. These are considered whitelisted domains. See full publisher review and approval process in Principle 4.

PubMatic also uses a global domain blacklist, which is updated internally with any domains identified in violation of PubMatic's policies.

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.

PubMatic communicates and confirms the provisions applied to minimize the risk of ad misplacement through the [PubMatic Blog](#), [Reports](#), and [Case Studies](#), which provide users with information about PubMatic's Brand Safety policies and controls and current Brand Safety insights.

4

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

PubMatic will only serve ads on PubMatic reviewed and approved domains. These are considered whitelisted domains.

New publishers are required to submit a domain list during the application, on-boarding process. The domains are scanned by a third-party Content Verification company. Domains not approved by the Content Verification tool may be put through a manual vetting process for further review.

Once the publisher has been approved, any subsequent domains that are added to the platform are also scanned using the above process.

PubMatic uses a global domain blacklist, which is updated internally with any domains identified in violation of inventory quality PubMatic's policies.

All these programs, policies and operations are managed by PubMatic's Global Inventory Quality Team.

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.

According to the PubMatic Publisher Services Agreement, *"In the event that PubMatic becomes aware of inventory quality violations with respect to impressions that have been served on a Publisher Property, then: (a) PubMatic shall have the right to withhold Publisher Payments solely for the applicable impressions until PubMatic has completed its good faith investigation with respect to such impressions and concluded any negotiation with the applicable Demand Partners with respect to such impressions; and (b) where PubMatic determines that there have been inventory quality violations for all or a portion of such impressions, PubMatic shall reduce pending Publisher Payments by the amount otherwise payable to Publisher for the violating impressions and pay Publisher the resulting net amount in the ordinary course... A party shall have the right to terminate this Agreement if the other party breaches any material term or condition of this Agreement and fails to cure such breach within thirty (30) days after receipt of written notice of such breach. Termination of this Agreement by either party for breach will be a non-exclusive remedy for breach and will be without prejudice to any other right or remedy of such party."*

Good Practice Principles	How PubMatic complies
	<p>According to the PubMatic Demand Services Agreement, <i>"Termination for Breach. Each party may terminate this Agreement for material breach by written notice, effective in thirty (30) days, unless the other party first cures such breach."</i></p> <p>PubMatic's take down policy states <i>"If concerns are raised by any relevant party, including via PubMatic's own discovery, PubMatic clients or partners, or concerns are raised from consumers, regulators and others, with respect to inappropriate ads or ads appearing adjacent to content deemed inappropriate, PubMatic will make every reasonable effort to take down such ads or placements as soon as commercially reasonable under the circumstances.</i></p> <p><i>PubMatic will enforce this policy on a case-by-case basis and subject to interpretation by PubMatic depending on the severity, impact, etc. In case of multiple breaches of this policy, PubMatic reserves the right to ban an offending customer and/or partner from PubMatic platform and services.</i></p> <p>Please contact PubMatic for any inquiries or reports." The policy can be found here.</p>

<p>6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>	<p>PubMatic has developed policies and procedures for the receipt, logging, research, resolution and notification of JICWEBS Logged Complaints, in accordance with JICWEBS principle 6, note E.</p>
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<p>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?</p>	<p>All PubMatic Brand Safety policies and controls are addressed above.</p>
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Statement of verification provider:

We have reviewed **PubMatic's** policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG UK Good Practice Principles. Our examination was 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, **PubMatic** had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

BPA Worldwide
Second Home Clerkenwell Green
45-47 Clerkenwell Green
Clerkenwell, London
EC1R 0EB
United Kingdom

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.