

UK Good Practice Principles certificate

DTSG UK BRAND SAFETY	JIC WEBS	VALID TO:
		SEPTEMBER 2019



Company: PubMatic Limited
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 82 Dean Street
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<https://pubmatic.com/>

Business/Brands verified:	PubMatic
Service provided:	Supply Side Platform (SSP)
Month of verification:	July 2018

Findings

Good Practice Principles	Description of compliance with the Principles
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>All sellers agree to the PubMatic Publisher Services Agreement, which states, <i>"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, and (ii) properly categorize the inventory type for the site ID of the Publisher Property in accordance with PubMatic's then current guidelines...</i></p> <p><i>...PubMatic tests the quality of advertising impressions from Publisher Properties served through the PubMatic Services. Publisher shall provide PubMatic with complete transparency with respect to the domain for each such Publisher Property at all times during the Term, and shall comply, and reasonably assist upon request, with the Inventory Quality controls and procedures (including white listing and blacklisting) that PubMatic may institute."</i></p>

Good Practice Principles	Description of compliance with the Principles
	<p><i>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.”</i></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>Buyers</p> <p>PubMatic’s buyers (DSP’s) have the ability to select and omit content categories and specific domains (appropriate and inappropriate schedules).</p> <p>Supply – Sellers</p> <p>PubMatic employs a robust publisher on-boarding review process, using a third party, JICWEBS approved, Content Verification company, Integral Ad Science (IAS) to perform domain scans.</p> <p>PubMatic will only serve on reviewed and approved domains. These are considered whitelisted domains. See full publisher review and approval process in Principle 4.</p> <p>PubMatic also uses a global domain blacklist, which is updated internally with any domains identified in violation of PubMatic’s policies.</p>
<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>PubMatic communicates and confirms the provisions applied to minimize the risk of ad misplacement through the PubMatic Blog, Reports, Case Studies, and PubMatic Community, which provide users with information about PubMatic’s Brand Safety policies and controls and current Brand Safety insights.</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>PubMatic will only serve ads on PubMatic reviewed and approved domains. These are considered whitelisted domains.</p> <p>New publishers are required to submit a domain list during the application, on-boarding process. The domains are scanned by a third party, JICWEBS certified, Content Verification company, Integral Ad Science (IAS). Domains not approved by the IAS tool may be put through a manual vetting process for further review.</p> <p>Once the publisher has been approved, any subsequent domains that are added to the platform are also scanned using the above process.</p> <p>PubMatic uses a global domain black-list, which is updated internally with any domains identified in violation of PubMatic’s policies.</p> <p>All these programmes, policies and operations are managed by PubMatic’s Global Inventory Quality Team.</p>

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<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>According to the PubMatic Publisher Services Agreement, <i>“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...</i></p> <p><i>...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.”</i></p> <p><i>According to the PubMatic Demand Services Agreement, “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>

Verified by

Company: BPA Worldwide
 Work.Life
 20 Jerusalem Passage
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 www.bpaww.com



<p>Statement of verification provider:</p>	<p>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.</p> <p>Our review did not extend to testing the effectiveness of any processes, procedures or controls for ad misplacement.</p> <p>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.</p>
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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.