

UK Good Practice Principles certificate



Company: Spiritmedia Scotland
 Waterview House
 37 The Shore
 Edinburgh
 EH6 6QU
<http://spiritmediaworks.co.uk/>

Business/Brands verified:	Spiritmedia
Service provided:	Agency
Month of verification:	December 2019

Findings

Good Practice Principles	Description of compliance with the Principles
<p>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>	<p>Advertising transactions are governed by the Spiritmedia Advertiser Contract which details the specific terms and conditions for digital advertising transactions.</p> <p>Spiritmedia also have agreements with Publishers and Ad Exchanges and agree to their terms and conditions.</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>The Spiritmedia Media Plan contains targeting instructions of where advertising should (or should not) appear.</p> <p>The Brand Safety Policy, included within the media plan, contains details of inappropriate content where advertising should not appear.</p> <p>Spiritmedia has a whitelist which can be run against campaigns at the client's request.</p> <p>Buyers can provide Spiritmedia with their own blacklists to run across campaigns.</p>

Good Practice Principles	Description of compliance with the Principles
<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>Spiritmedia confirm the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“Spiritmedia have created this document to detail to clients, suppliers and Spiritmedia staff the process for delivering safe brand advertising campaigns for clients. All reasonable endeavours will be applied to minimise the risk of ad misplacement on all inventory.”</p> <p>The Brand Safety Policy is included within the Spiritmedia, Media Plan, and is located at the following link:</p> <p>http://spiritmediaworks.co.uk/wp-content/uploads/2018/10/Brand-Safety-Policy-1.pdf</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>Spiritmedia Brand Safety Policy states the following:</p> <p>“The Spiritmedia Brand Safety Policy applies to all ad placements made by the agency across all media including Display, Paid Search, Mobile, and VOD. As a key preventative measure, Spiritmedia utilises a white list that is coordinated to Programmatic media owners to positively target brand safe contexts at the pre-bid stage. In addition to this Spiritmedia only works with media owners who implement pre- bid technology solutions to ensure brand safety. Spiritmedia considers all below inappropriate content and blocks in all campaigns:</p> <ul style="list-style-type: none"> ▪ Adult Content ▪ Hate Content ▪ Copyright Infringement ▪ Extreme Violence ▪ Gambling content ▪ Drug and Alcohol Content ▪ Illegal Activities ▪ Religious Content ▪ File Sharing Sites ▪ Dating Sites ▪ Political Sites ▪ Unmoderated Forums and Blogs <p><u>Blacklists</u></p> <p>In addition to our default content verification, at the client request, Spiritmedia will implement a bespoke blacklist across to programmatically traded campaigns.</p> <p><u>Whitelists</u></p> <ul style="list-style-type: none"> ▪ Whitelists are constructed from top level domains; ▪ Beyond this bespoke whitelists are available and are based on a specific advertiser’s requirements ▪ At the advertiser’s request Spiritmedia uses pre-bid solutions in conjunction with general white lists.”

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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>Spiritmedia’s Brand Safety Policy states the following:</p> <p>" Take Down Policy</p> <p>Spiritmedia has strong preventative measures to minimise ad misplacement but also performs spot checks. If an ad falls outside of the appropriate schedule, Spiritmedia will action, within first notice, removal of the ad. For all in-house managed activity, this will be actioned within 1 hour. Spiritmedia has the ability on all the DSP’s to remove URLs from a whitelist and add them to the blacklist.</p> <p>In case of emergency please contact philip@spiritmediaworks.co.uk</p> <p>The contractual consequences of not taking down an ad in accordance with our Take Down Policy are evaluated on a case by case basis and agreed with the buyer."</p>
<p>6 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



<p>Statement of verification provider:</p>	<p>We have reviewed Spiritmedia’s 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.</p> <p>In our opinion, at the time of our review, Spiritmedia had established policies to minimise ad misplacement as described in the JICWEBS DTSG 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.