

# UK Good Practice Principles certificate



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<http://www.the7stars.co.uk/>

Business/Brands verified:	The7stars UK
Service provided:	Agency
Month of verification:	November 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 the7stars insertion orders, containing the7stars Terms and Conditions for the provision of digital media campaigns</p> <p>The terms and conditions include a section on Ad Positioning and Placement.</p> <p>the7stars also has signed primary agreements with DSPs and Exchanges.</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>the7stars insertion orders contain intentions and targeting instructions of where advertising should (or should not) appear.</p> <p>the7stars has an inappropriate schedule (blacklist) which is run across all campaigns and integrated within their chosen DSPs and Exchanges.</p> <p>Buyers can also provide the7stars with their own whitelist or blacklist to run against their campaigns.</p> <p>the7stars uses the JICWEBS standard certified CV tool, The Firewall by Integral Ad Science on all campaigns as standard.</p>



Good Practice Principles	Description of compliance with the Principles
<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>the7stars confirms the specific provisions applied to minimise the risk of ad misplacement via presentations to their buyers which explains the measures they have in place.</p> <p>the7stars also communicates the processes and procedures to minimise the risk of ad misplacement via email and communicates their approach upon identification of industry issues.</p>
<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>the7stars processes that form the basis of specific provisions to minimise the risk of ad placement include:</p> <p><b>Global Blacklist</b> – the7stars maintain a global blacklist that is added to all campaigns and integrated with their chosen DSPs and Exchanges. The blacklist is reviewed and updated on a monthly basis or an ad-hoc basis where specific unsafe domains are identified.</p> <p><b>Whitelists</b> – Where the client is particularly conscious of brand safety, the7stars have developed a whitelist of safe sites where campaigns can be run against upon request.</p> <p><b>3rd Party Tools</b> – the7stars use Integral Ad Science’s Pre-bid category filters (non-JICWEBS certified) on all campaigns. The filters applied block all categories with a moderate or high risk for Adult, Alcohol, Illegal Downloads, Drugs, Hate Speech, Offensive Language, Violence and Gambling. In addition to this excludes all unrateable pages.</p> <p>The7stars also applied the JICWEBS certified tool The Firewall by Integral Ad Science on all campaigns to block pages that are deemed as non-brand safe by the tool.</p> <p><b>YouTube Campaigns</b> - For YouTube campaigns, the7stars additionally work with Open Slate (non-JICWEBS certified) who maintain a list of brand safe channels and videos on YouTube.</p>
<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>The7stars' takedown policy is included in their Terms and Conditions for the provision of digital media campaigns on their insertion orders and states that upon receipt of notification of ad misplacement, the7stars will use all reasonable efforts to correct the breach within 3 hours.</p> <p>The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on the Insertion Order.</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  
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Statement of verification  
provider:

We have reviewed the7stars' 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, the7stars 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.