

DTSG Brand Safety Certificate



the7stars UK Ltd
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 Bush House
 North West Wing
 57 Aldwych
 London
 WC2B 4PJ
<http://www.the7stars.co.uk/>

Business/Brands Certified:

the7stars UK Ltd

Service provided:

Agency

Month of verification:

December 2019

Good Practice Principles

How the7stars 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.

Digital advertising transactions are governed by the7stars insertion orders, containing the7stars Terms and Conditions for the provision of digital media campaigns

The terms and conditions include a section on Ad Positioning and Placement.

The7stars also has signed primary agreements with DSPs and Exchanges.

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.

The7stars insertion orders contain intentions and targeting instructions of where advertising should (or should not) appear.

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

The7stars has an inappropriate schedule (blacklist) which is run across all campaigns and integrated within their chosen DSPs and Exchanges.

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

Buyers can also provide the7stars with their own whitelist or blacklist to run against their campaigns.

B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

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.

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.

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>4 Sellers should be able to explain the process(es) that form the basis of specific provision 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>Global Blacklist – 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>Whitelists – 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>3rd Party Tools - 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 applies the AdSafe Firewall by Integral Ad Science (non-JICWEBS certified) on all campaigns to block pages that are deemed as non-brand safe by the tool.</p> <p>YouTube Campaigns - For YouTube campaigns, the7stars additionally work with Open Slate (non-JICWEBS certified tool) who maintain a list of brand safe channels and videos on YouTube.</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>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.</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>
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<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>The7Stars have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaints Monitoring Procedure.</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>-</p>
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Statement of verification provider:

We have reviewed 7 Star’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.

In our opinion, at the time of our review, the 7 Stars had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

ABC
Saxon House
211 High Street
Berkhamsted
Hertfordshire
HP4 1AD

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.