

## DTSG Brand Safety Certificate



Advertly  
 45 Curtain Road  
 London  
 EC2A 3PT  
 UK  
<https://advertly.com>

### Business/Brands Certified:

Advertly

### Service provided:

Platform

### Month of verification:

April 2019

### Good Practice Principles

### How Advertly 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 Advertly's insertion orders which include Advertly's standard advertiser Terms and Conditions. (Ts&Cs)

Advertly may also agree to buyers own IOs and Terms and Conditions.

Advertly have also signed agreements with Publishers, SSP's and DSPs.

**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:

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).

Insertion Orders contain intentions of where advertising should (or should not) appear.

Buyers can select to run their campaigns against Advertly's appropriate schedule (whitelist) of approved apps.

Buyers can also provide Advertly with their inappropriate schedule (blacklist) to run against their campaigns.

**3** Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly.

Advertly confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

"At Advertly we take the protection of our advertiser's brands extremely seriously.... we also recognise that we have a responsibility to pioneer policies that...advertisers can have the utmost faith when placing their brand in environments managed by Advertly."

"We believe that providing quality inventory and environments is crucial... "

The advert Brand Safety policy is available at the following link

<https://adverty.com/brand-safety.html>

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

Adverty take reasonable measures to help prevent brands appearing next to adult content, content inciting any kind of hate or racism, terror content or content featuring illegal drugs.

Adverty’s Brand Safety Policy explains the processes and reasonable endeavours applied to minimise ad misplacement as follows:

“App store verification and more

All of the apps that provide our inventory have already been vetted by Apple (app Store), Google (Play Store), Facebook (Oculus) or Steam. We are not present in any apps that are available anywhere else.

In addition to this, Adverty manually vets any apps that are added to the Adverty platform to ensure that their content is appropriate for our advertisers.”

“PEGI certification

Each of these app stores uses the PEGI age guidance system. Each game is rated PEGI 3, PEGI 7, PEGI 12, PEGI 16, PEGI 18.

Advertisers are able to include or exclude any of the PEGI rated levels they need to. For more information on PEGI, visit <https://pegi.info/what-do-the-labels-mean>”

“Context targeting

Every app within our network is meta tagged by the developer with a context. We approve the context, and advertisers can buy against specific contexts that fit their audience (e.g. futuristic, sport, social), and exclude any contexts that do not fit their requirements.”

Adverty can also implement inappropriate schedules (Blacklists) supplied by clients if requested to do so.

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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.

Adverty have a takedown policy which is included on their IO’s and shared with their clients in their ad specs, this states:

- “Adverty shall take all reasonable steps to minimise the risk of ad misplacement on behalf of the Advertiser.
- In the event Adverty becomes aware of an incidence of ad misplacement Adverty will remove the ad as soon as is practicably possible.
- Adverty will action take down no later than 24 working hours after written notification is received.
- The contractual consequences of ad misplacement will be agreed between Adverty and the Advertiser on a case by case basis.

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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?

## Statement of verification provider:

We have reviewed Advertly'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, Advertly had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

ABC Ltd  
Saxon House  
211 High Street  
Berkhamsted  
Hertfordshire

### 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.