

# DTSG Brand Safety Certificate



Amobee.  
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 London  
 N1 9AA  
[www.amobee.com](http://www.amobee.com)

**Business/Brands Certified:**

Amobee

**Service provided:**

Technology

**Month of verification:**

January 2020

## Good Practice Principles

## How Amobee 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.

Both managed & self-serve advertisers that sign the Amobee Master Service Agreement also agree to their Advertising terms & conditions (Ts&Cs), <https://www.amobee.com/trust/advertisers/> and Advertising Guidelines, <https://www.amobee.com/trust/advertiser-guidelines/>.

Some managed advertisers also agree to the Amobee Insertion Order (IO) and the standard IAB Ts&Cs.

Amobee have agreements with SSP's / RTB Exchanges and Social Media platforms, these agree to the Amobee Inventory guidelines, <https://www.amobee.com/trust/inventory-guidelines/>

Where inventory is obtained from Publishers, (via SSP's / RTB Exchanges), they are required to agree to the Amobee Publisher Ts&Cs, [https://www.amobee.com/trust/publishers.](https://www.amobee.com/trust/publishers/)

**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).

Agreed IO's contain targeting instructions and intentions of where advertising should (or should not) appear.

Amobee will run appropriate schedules (whitelists) and /or inappropriate schedules (blacklists) supplied by buyers on request.

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.

Amobee has included its statement of reasonable endeavours to minimise ad misplacement in the Amobee Inventory Programme and Inventory Guidelines, these state;

"...the Amobee Inventory Accountability Program, its comprehensive brand safety offering that ensures marketers have access to a safe, transparent buying ecosystem....to more effectively reach target consumers."

The Guidelines state "Inventory partners (i.e., exchanges, networks, publishers or other inventory sources) participating in the Amobee platform are required to adhere to the Inventory Acceptance Policy and Guidelines....."

Details of the Inventory Accountability Programme and Inventory Guidelines are located on the Amobee website, [Inventory Accountability Programme](https://www.amobee.com/trust/inventory-guidelines/) and <https://www.amobee.com/trust/inventory-guidelines/>

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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.

Amobee's processes applied to minimise ad misplacement are included in Amobee's advertisers and publishers guidelines and ts&c's which includes prohibited and restricted content.

Amobee's advertiser guidelines state:

"...To ensure your ads are accepted by Amobee inventory partners and launch without delay, all advertisers must adhere to the following content guidelines. In addition, it is the responsibility of the advertiser to confirm that all ads are in compliance with applicable laws, regulations, guidelines, and policies of the country and state where the ad will be served."

Amobee's advertiser and inventory guidelines also include the following:

"Prohibited Ad /Creative Content: not allowed under any circumstance

- Obscene or pornographic material, adult material, adult services, nudity, excessive profanity
- Violent content, racial intolerance, or advocacy against any individual, group, or organization
- Illicit drugs or drug paraphernalia
- Tobacco, electronic cigarettes, smoking paraphernalia, or medical/recreational marijuana
- Promotion of illegal activity, services, or content that violate applicable laws
- Sale or promotion of weapons, firearms, or ammunition..."

Amobee will run a buyer supplied keyword/category blacklist on request.

Amobee can run Integral Ad Science (IAS), Double Verify (DV) and MOAT CV tools (Non JICWEBS Certified tools) for managed campaigns. All managed campaigns are set to moderate to high DV pre bid filtering unless the client choses to run an alternative setting, tool or blacklist.

Self service clients can implement CV tools on their own campaigns.

**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.

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.

Amobee's takedown requirements are detailed in their advertiser and publisher Ts&Cs which state:

"If Advertiser reasonably determines that the placement of any Ad by Amobee or its respective publishers harms the goodwill or reputation of Advertiser, Amobee shall remove, or notify the publisher to remove the Ads within three (3) business days following Advertiser's notice thereof to Amobee."

"Amobee may request any time without reason that one or more Ads be removed from Publisher Property and Publisher will cooperate with immediate effect."

Amobee will endeavour to investigate, pause or remove ads as soon as possible following a takedown request.

Self-serve clients can pause or remove ads themselves.

The contractual consequences of not taking an ad down in accordance with the statements above will be assessed and agreed with the buyer on a case by case basis.

**6** The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

Amobee have a procedure in place for handling, tracking, and monitoring complaints raised under the DTSG Logged Complaints Monitoring Procedure.

**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?

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**Statement of verification provider:**

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

JICWEBS Standard:



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Verified by:



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Address:

ABC Ltd  
Saxon House  
211 High Street  
Berkhamsted  
Hertfordshire  
HP4 1AD

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### **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.