

UK Good Practice Principles certificate



Company: John Ayling & Associates
 27 Soho Square
 London
 W1D 3QR
<http://jaa-media.co.uk/>

Business/Brands verified:	John Ayling & Associates
Service provided:	Agency
Month of verification:	December 2018

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>Digital advertising transactions are governed by JAA’s Service Level Agreements referencing JAA’s terms & conditions</p> <p>JAA will agree to buyers’ own insertion orders and terms & conditions however the SLA still remains affective.</p> <p>JAA also has signed direct agreements with publishers.</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>JAA’s SLAs contain the intentions and targeting instructions of where advertising should (or should not) appear.</p> <p>JAA has a global inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide JAA with their own blacklist to run against their campaigns.</p> <p>JAA uses the JICWEBS standard certified DV Digital Impression Quality – Real-Time Ad Blocking by Double Verify as real-time ad blocking on all campaigns.</p>

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<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>JAA confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“John Ayling and Associates (JAA) are fully committed to the continual development of our approach and tools to ensure that all reasonable endeavours are employed to provide our clients with a safe and transparent environment in which to run their digital advertising.”</p> <p>The Brand Safety Policy is located at the following link: http://jaa-media.co.uk/jaa-brand-safety-policy/</p> <p>The Brand Safety Policy is also included on JAA’s SLAs.</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>JAA’s Brand Safety Policy explains the processes applied to minimise ad misplacement.</p> <p>“JAA use DoubleVerify’s tagging across display & social campaigns...”</p> <p>“Their technologies, in addition to human auditing as detailed below, minimise the risk of clients advertising appearing alongside content in real time and which does not comply with...Brand Safety standards.”</p> <p>“Brand Safety</p> <ul style="list-style-type: none"> • Client specific Brand Safety Profiles: Working with each client, JAA buying teams will create a tailored brand safety profile, utilising 75 different content classifications to clearly define what is and is not appropriate content. Through DV technology this is applied at a site and web-page level. • In addition we deploy, where appropriate, negative keyword lists to ensure further protection against inappropriate content and/or respond to inappropriate topical content.” <p>“We will support the implementation of alternative verification technology if requested by the client and which is available in the UK.”</p> <p>“Additional Procedures employed:</p> <p>Excluded Inventory</p> <p>We operate a manually curated Agency Blacklist which is employed on all client activity. This is in addition to bespoke, client specific Blacklists where relevant to the buying model. The Agency Blacklist is a list of domains that are deemed inappropriate for all our clients either as a result of illicit or illegal content or fraudulent behaviours as stated above. The JAA Agency Blacklist is continually updated on a regular basis and is available on request.”</p> <p>“In addition to domain blacklists each client, where appropriate to trading model and platform selection, will operate with a manually curated negative keyword lists to further ensure the incident of misplaced adverts is minimised.</p>

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	<p>Where appropriate, and agreed with the client, whitelists will be applied on digital media bought programmatically; including direct programmatic buys, networks, private market places, or any direct buys with publishers or third party managed services.”</p> <p>“Domain transparency</p> <p>We operate with 100% transparency on URL’s/Domains/Subdomains post-delivery.”</p>
<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>JAA’s takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“If for any reason a client finds their advertisement in locations deemed inappropriate and which are outside of the existing blacklist or Brand Safety Profile, JAA operate a takedown policy ensure these URLs are removed from the campaign within a 1hr target window of confirmed notification, and guaranteed no longer than 24hrs.</p> <p>Our domain takedown policy operates in two ways:</p> <ol style="list-style-type: none"> 1. Agency Blacklist: We will immediately upon notification update the appropriate client Blacklist. Once an infringing domain is added it is activated instantaneously. This ensures that all steps are taken to prevent any further infringements. 2. Vendor Notification: We will always notify the inventory supplier(s) immediately upon notification of an infringement, requesting that inappropriate domains are immediately added to publisher blacklists. <p>Contractual protection</p> <p>To minimise the risk of advertisements being placed in contextual environments that don’t align with brand values, JAA specifies that vendors, publishers and their associated partners adhere to the JAA SLA. The Agency SLA ensures that all suppliers are aligned with the definitions, responsibilities and expectations as detailed in the JAA Brand Safety Policy; included within the SLA, but not limited to:</p> <ul style="list-style-type: none"> • Definition of inappropriate, illicit and unlawful content • An expectation of Brand Safety ‘by design’ • Adherence to DTSG standards • Facilitation for the implementation of CV tagging • Takedown policy requirements”
<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,
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Hertfordshire.
HP4 1AD



Statement of verification
provider:

We have reviewed JAA'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, JAA 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.