

# DTSG Brand Safety Certificate



Knorex  
 8 Cross Street  
 #18-118  
 Singapore  
 048424  
 www.knorex.com

**Business/Brands Certified:**

Knorex

**Service provided:**

Technology

**Month of verification:**

February 2019

## Good Practice Principles

## How Knorex 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 Knorex's insertion orders for managed buyers or Master Service Agreements for self-serve buyers, both referencing Knorex's standard Terms and Conditions.

Knorex's Terms and Conditions are available to view here: <https://www.knorex.com/terms>

Knorex also has signed primary agreements with 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.

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).

Knorex insertion orders contain intentions of where advertising should (or should not) appear.

Knorex has a global inappropriate schedule (blacklist) which is run across all campaigns. (Both managed and self-serve clients).

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

3	<p>Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly.</p>	<p>Knorex confirms the specific provisions applied to minimise the risk of ad misplacement in their Advertising Policy and Quality Control guidelines which state:</p> <p>“We have taken steps and developed policies that safeguard our customers and partners besides providing a positive experience to all end users. We also adhere to our partnering advertising channels and work with our inventory and technology partners to ensure that your ads are delivered into respectable, trustworthy, and quality sites.”</p> <p>The Advertising Policy and Quality Control guidelines are located at the following link:  <a href="https://docs.knorex.com/display/XPO/Advertising+Policy+and+Quality+Control">https://docs.knorex.com/display/XPO/Advertising+Policy+and+Quality+Control</a></p> <p>The Advertising Policy and Quality Control link is communicated with all clients upfront during their introduction to the platform.</p>
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4	<p>Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.</p>	<p>Knorex’s Advertising Policy and Quality Control guidelines explain the prohibited content restrictions for advertisements:</p> <p>“We reserve the right to reject, pause, or remove any ads at our sole discretion if you believe your advertisement contains or promotes the following elements:</p> <ul style="list-style-type: none"> <li>• Adult products and services..., obscenity and sexual material (including nudity, obscured or implied sexual acts, explicit language, overly suggestive, provocative, explicit acts etc...)</li> <li>• Alcohol or referencing alcohol (unless complying with all applicable local laws, guidelines, licenses and approvals, age criteria)</li> <li>• Content that could not be crawled (label status unknown)</li> <li>• Crime, police &amp; emergency</li> <li>• Death &amp; tragedy</li> <li>• Deceptive, false, dishonest, or misleading contents including deceptive claims, offers, or business practices</li> <li>• Derogatory content</li> <li>• Embedded video</li> <li>• Error pages, file-sharing pages, pirated content, malware, spyware, etc. that results in an unexpected, unauthorized or deceptive experience</li> <li>• Financial related that are questionable (e.g. binary options, initial coin offering (ICO))</li> <li>• Gambling (promoting or facilitating), state lottery</li> <li>• Games</li> <li>• Hate speech or related content promoting violence/advocating against a particular group (e.g. of race/ethnic, color, nationality, religion, political association, age, gender/sexual orientation, drugs etc.)</li> <li>• Image-sharing pages</li> <li>• Juvenile, gross &amp; bizarre content</li> <li>• Malware or malicious content</li> <li>• Military &amp; international conflict</li> <li>• Parked domains</li> <li>• Political content</li> <li>• Prostitution content</li> </ul>
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Good Practice Principles	How Knorex complies
	<ul style="list-style-type: none"> <li>• Profanity and rough language</li> <li>• Recreational, Illegal, or prescription drug</li> <li>• Religious content</li> <li>• Sensitive social issues</li> <li>• Tobacco or paraphernalia</li> <li>• Vehicle accidents</li> <li>• Violence</li> <li>• Weapons, ammunition, or explosives”</li> </ul> <p>Knorex have a global blacklist which is run on all campaigns and buyers are able to run their campaigns against their own whitelist or blacklist.</p> <p>Knorex also use their in-house contextual targeting and brand safety technology (non-JICWEBS Certified) on all campaigns which performs page-level classification. (Pre – Bid Filtering and Monitoring).</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>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>Knorex’s Take Down Policy is included in their Advertising Policy and Quality Control guidelines on their website and states:</p> <p>“In the event that a client raises written concern about a website (through the client’s dedicated account manager via the Online Help support feature in our platform), we will review all reporting &amp; bidding / serving logs for that domain, and endeavour to remove the client’s ad immediately, or latest within 24 business hours of the initial alert.</p> <p>The contractual consequences of ad misplacement will be agreed and resolved between Knorex and the client on a case by case basis.”</p>
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<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>	
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**Statement of verification provider:**

We have reviewed Knorex’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, Knorex 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  
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.