

## DTSG Brand Safety Certificate



Sociomantic from dunnhumby  
 Brook Green  
 184 Shepherds Bush Road  
 London  
 W6 7NL

**Business/Brands Certified:**  
 Sociomantic from dunnhumby

**Service provided:**  
 Platform

**Month of verification:**  
 January 2019

### Good Practice Principles

### How Sociomantic from dunnhumby 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.

Buyers and Sellers are required to sign the Sociomantic Master Services Agreement and agree to adhere to the Sociomantic Terms of Service and Brand Safety Policies.

Terms of Service can be found here:

<https://www.sociomantic.com/tos/en/>

Brand Safety Policy can be found here:

<https://www.sociomantic.com/brand-safety-policy/>

**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).

Sociomantic provides a managed service for advertisers to buy online ads across publisher inventory on various AdExchanges/Supply Side Platforms. Depending on advertiser wishes, domains can be excluded from specific campaigns within the Sociomantic user interface and/or from specific AdExchanges.

Sellers provide advertising placement information in the bid request.

Sociomantic uses Integral Ad Science for Content Verification.

Sociomantic maintains and constantly updates an enterprise level domain blacklist with domains that are blocked from bidding. This list contains domains that have been marked as not-brand safe.

In addition, buyers may provide their own domain blacklists to apply at the campaign level.

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

Sociomantic confirms the specific provisions applied to minimize the risk of ad misplacement in their Brand Safety Policy, which can be found here:

<https://www.sociomantic.com/brand-safety-policy/>

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

All publishers (sellers) are vetted using Integral Ad Science Brand Safety tools before admission to the platform. For publishers on the platform, Sociomantic refreshes the Integral Ad Science Brand Safety query perpetually for updated brand safety review and categorization.

Sociomantic also maintains and constantly updates an enterprise level domain blacklist with domains that are blocked from bidding. This list contains domains that have been marked as not-brand safe.

In addition, buyers may provide their own domain blacklists to apply at the campaign level.

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.

According to the Sociomantic Master Service Agreement, "...this Agreement may be immediately terminated by a party if the other party commits a material breach of its obligations hereunder that is not cured within ten (10) calendar days after written notice thereof from the non-breaching party..."

Sociomantic's Take Down Policy can be found here: <https://www.sociomantic.com/brand-safety-policy/>

**"Takedown**

Should an ad appear on a site or page that a client deems inappropriate, the client should immediately inform Sociomantic via the contact details below. During usual business hours, Sociomantic will inform respective suppliers within 8 hours. For requests made outside of business hours, requests will be actioned within 48 hours.

For takedown requests, please contact: [James Ross](#), Senior Product Manager +49 (0)30 3087 4615

The contractual consequences of not taking down an ad in accordance with our Takedown policy are evaluated on a case-by-case basis and are IO specific."

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?

All Brand Safety policies and control procedures are noted above.

**Statement of verification provider:**

We have reviewed Sociomantic from dunnhumby's policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG UK Good Practice Principles. Our examination was 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, Sociomantic from dunnhumby had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK Good Practice Principles.

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JICWEBS Standard:



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Verified by:



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Address:

BPA Worldwide  
Clerkenwell House  
45-47 Clerkenwell Green  
Clerkenwell, London  
EC1R 0EB  
UK

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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.