

# DTSG Brand Safety Certificate



Adform A/S  
 Wildersgade 10B, 1,  
 1408 Copenhagen  
 Denmark  
[www.adform.com](http://www.adform.com)

**Business/Brands Certified:**

Adform.com

**Service provided:**

Technology

**Month of verification:**

March 2020

## Good Practice Principles

## How Adform.com 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.

All sellers agree to the Adform Buyer Master Services Agreement (MSA), which requires adherence to Adform's Publisher Policies and brand safety provisions.

All buyers agree to the Adform Insertion Order Form, which requires adherence to Adform's General Terms and Conditions, Special Terms and Conditions, and Ad Quality Policies.

**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).

All transactions within the Adform platform are programmatic. Seller and Buyer intentions are communicated in the bid request and bid response, respectively.

Buyers have the ability to select and omit content categories and specific domains (appropriate and inappropriate schedules) through the Adform UI, or through their DSP UI.

All inventory on the Adform platform is vetted for brand safety (see principle 4) before being added to the platform.

Adform employs an enterprise level blacklist that is updated hourly based on real-time transactions. In addition, buyers can create whitelists and blacklists at the campaign level.

**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.

Adform has several web pages that communicate the provisions applied to minimize the risk of ad misplacement, including:

Brand Safety Overview:

<https://site.adform.com/products/integrated-advertising-platform/brand-safety/>

Take Down Policy:

<https://site.adform.com/privacy-center/corporate-privacy/take-down-policy/>

	<p>Publisher Policies:  <a href="https://site.adform.com/policies/policies-and-guidelines/publisher-policies/">https://site.adform.com/policies/policies-and-guidelines/publisher-policies/</a></p> <p>Ad Quality Policies:  <a href="https://site.adform.com/policies/policies-and-guidelines/ad-quality-policies/">https://site.adform.com/policies/policies-and-guidelines/ad-quality-policies/</a></p>
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<p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.</p>	<p>Every new direct publisher account, domain, or App is subject to a robust vetting and evaluation process.</p> <p>On an annual basis, all Adform publisher partners are subject to a re-vetting process. The process includes credit and business credential checks, verification of the partner’s company profile, website and the partner’s industry (re)certifications and reference checks.</p> <p>Adform has developed a proprietary brand-safety focused suite of tools that continuously monitors, identifies and neutralizes threats. In addition, Adform partners with many of the industry’s leading brand safety vendors if an advertiser wishes to use a third-party brand safety solution.</p> <p>Adform uses a domain blacklist compiled from multiple third party sources, and an internal, proprietary domain blacklist that is updated hourly based on real-time transactions.</p>
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<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>According to the Adform Insertion Order Form, which requires adherence to with Adform’s General Terms and Conditions:</p> <p><b>Termination...</b> If a party is (i) in a material breach of the Agreement or (ii) insolvent or has ceased trading, the other party may terminate the Agreement with immediate effect by written notice to the Party...</p> <p>Adform may with immediate effect and without any prior notice suspend or terminate the Client’s or the Client Affiliate’s access to and use of the Adform Platform, if the Client or the Client Affiliate (i) in the reasonable opinion of Adform breaches the requirements set out in Adform Ad Quality Policies; or (ii) in any other way causes a third party to claim that Adform is in material breach of its obligations or has a justifiable reason to impose actions upon Adform that will have an adverse effect on Adform’s operations; or (iii) fails to pay Adform invoices on due date or is behind with other agreed upon payments; or (iv) in the reasonable opinion of Adform is in breach of the Agreement.</p> <p>According to the Adform Publisher MSA...</p> <p><b>Termination...</b> If a Party is in a material breach of this Agreement, which cannot be remedied within 14 days of a request to do so by the other party or (ii) insolvent or has ceased trading, the other Party may terminate this Agreement with immediate effect by written notice on the Party in breach and claim damages.</p>
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According to the Adform Publisher Policies...

**Enforcement...** In addition to Adform’s rights and remedies under any applicable agreements that Publisher has entered into with Adform, any violation of these Policies may result in the suspension, termination of Publisher’s account, including rejection of Publisher’s future digital properties from the Adform Services, in Adform’s sole discretion. Furthermore, Adform reserves the right to suspend, block or remove from its Adform Services any advertising inventory regardless of whether the ground for such action or measure is listed here.

**Adform Take Down Policy:**

If concerns are raised by any relevant party, including by Adform’s own discovery, Adform’s clients or partners, or concerns are raised from consumers, regulators and others, with respect to inappropriate advertisement (ads) or ads appearing on content (inventory) deemed inappropriate, Adform will make every reasonable effort to take down such ads or placements. Adform will do this themselves, if within Adform’s control, or by contacting their partners if not within Adform’s control. Adform will take action as soon as possible, but in any event, will start working on the matter within 96 business hours.

Adform enforces this policy on a case-by-case basis and subject to interpretation by Adform depending on the severity, impact, etc. In case of multiple breaches of this policy, Adform reserves the right to ban such customer and partner from Adform’s platform and services.

Depending on the severity, the following escalation contacts should be used:

If within business hours, please contact the Adform Client Support Teams via <http://site.adform.com/contact-support/> or through e-mail to [support@adform.com](mailto:support@adform.com).

In case of high severity outside business hours, please contact Adform’s support hotline on +4578755955.

This policy may be amended from time-to-time by Adform, if it is deemed necessary in order to reflect Adform’s processes and/or to ensure that inappropriate advertisement (ads) or ads appearing on content (inventory) are not being shown or served.

The full Adform takedown policy is posted here:

<https://site.adform.com/privacy-center/corporate-privacy/take-down-policy/>

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

The Adform JICWEBS Logged Complaints Monitoring Process is as follows:

1. Responsible Officer (RO) receives complaint from JICWEBS
2. RO acknowledges receipt to JICWEBS via [info@jicwebs.org](mailto:info@jicwebs.org) (within 10 working days)
3. RO creates JIRA task with complaint details in the relevant team’s (e.g. Legal) backlog based on the JICWEBS principles subject to complaint.
4. Assigned team takes complaint into their backlog as a support task (SPT-ticket)
5. Assigned team conducts assessment and resolves complaint (if deemed valid)
6. RO provides notification of resolved complaint to JICWEBS

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	7. Depending on the feedback, complaint ticket is either closed or further investigation is required (back to step 5.)
<p><b>7</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>	Adform's Brand Safety measures are fully represented above.

**Statement of verification provider:**

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

JICWEBS Standard:



Verified by:



Address:

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

**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.