

DTSG Brand Safety Certificate



Nativo London Limited
 20 Bedford Square
 Bloomsbury
 London
 WC1B 3HH
<https://www.nativo.com/>

Business/Brands Certified:

Nativo

Service provided:

Technology

Month of verification:

March 2020

Good Practice Principles

How Nativo 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 Demand Partner agreements in which Buyers agree to Nativo's Terms and Conditions.

Additionally, Nativo has direct Publisher Agreements with Sellers which contain Nativo's Terms & Conditions.

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.

Nativo has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.

The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:

Buyers can also provide Nativo with their own inappropriate schedule (blacklist) to run against their campaigns.

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).

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.

Nativo confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

"Nativo is dedicated to maintaining brand safety standards for both our publisher and advertiser partners. To this end, Nativo has taken several steps to foster a safe...environment for ads placed."

The Brand Safety Policy is located at the following link:

<https://www.nativo.com/nativo-brand-safety-and-take-down-policy>

4

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

Nativo’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

“Nativo directly integrates with publishers to ensure advertisers have access to high quality inventory. We provide transparency over advertising site lists to advertiser customers...”

“Brand Safe Environments

Nativo utilizes Grapeshot (Non JICWEBS Certified Tool) to promote brand safety. Through our integration, publishers and advertisers are able to block standard sensitive categories defined by Grapeshot.

Sensitive Categories Include:

- Adult Content
- Arms
- Illegal Downloads
- Drugs
- Hate Speech
- Obscenity
- Terrorism
- Tobacco

Optional Sensitive Categories

- Crime
- Death & Injury¹
- Military”

Nativo have an internal vetting procedure for new sites to check brand quality, including Brand Safety. The process looks at a number of different internal and 3rd party qualifiers including but not limited to:

- Quality of published articles
- Referral traffic
- Other site characteristics

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.

Nativo’s Take Down Policy is included in their Brand Safety Policy on their website and states:

“Nativo takes preventive measures designed to promote the rendering of ad placements in brand safe environments, and adheres to the standard terms and conditions set by the Interactive Advertising Bureau (IAB) concerning campaign pausing.”

The IAB standard terms and conditions state:

“After Agency notifies Media Company that specific Ads are in violation of the Editorial Adjacency Guidelines, Media Company will make commercially reasonable efforts to correct such violation within 24 hours. If such correction materially and adversely impacts such IO, Agency and Media Company will negotiate in good faith mutually agreed changes to such IO to address such impacts.”

6

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

Nativo have procedures in place for handling, tracking, and monitoring complaints raised under the DTSG Logged Complaint 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 Nativo'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, Nativo 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

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.