

# DTSG Brand Safety Certificate

Playbuzz  
 Imperial House,  
 15-19 Kingsway.  
 London  
 WC2B 6UN  
<https://www.playbuzz.com/>

**Business/Brands Certified:**

Playbuzz

**Service provided:**

Platform, Publisher / Content Creator

**Month of verification:**

May 2019

## Good Practice Principles

## How Playbuzz 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 display advertising transactions are governed by Playbuzz's insertion orders (IOs) referencing Playbuzz's standard Terms and Conditions (T&Cs). These are also located on the Playbuzz website  
<https://www.playbuzz.com/OnlineTerms>

Some buyers also use their own IOs, referencing their own Ts&Cs.

Playbuzz have their own Publisher Agreements and online Ts&Cs.  
<https://www.playbuzz.com/OnlineTerms#publisher-terms-section>

Playbuzz have signed agreements with SSP's and 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).

Agreed IOs contain intentions of where advertising should (or should not) appear.

Playbuzz has a master appropriate schedule (whitelist) of approved publisher sites where buyers can select from to run across their campaigns.

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

3

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

Playbuzz confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Pledge, this states:

“Playbuzz is committed to the highest standards of brand safety and consumer privacy.... Playbuzz employs the following precautions in relation to the minimization of ads appearing against inflammatory content:

...Playbuzz employs other commercially reasonable endeavours (including but not limited to contractual arrangements, utilization of Authorized Digital Sellers, etc.) to minimize objectionable ads on its owned & operated (O&O) domains.”

The Playbuzz Brand Safety Pledge is located on their website at the following link:

<https://www.playbuzz.com/Trust>

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

Playbuzz’s Brand Safety Pledge explains the processes applied to minimise ad misplacement as follows:

“Playbuzz operates a fully curated and signed-off white list with advertisers and demand partners.

Playbuzz employs keyword filtering on domain level: we block inflammatory keywords that are gathered from the actual referral (regarding Branded Experiences ads).”

The Playbuzz online Terms & Conditions details objectionable content that Playbuzz do not want to be included in their advertisements or the sites where campaigns are served. This includes the following:

“Objectionable Content shall mean content that promotes or contains links to content that is (i) pornographic, sexually explicit or obscene, (ii) harassing, threatening, abusive, inflammatory or racist, (iii) illegal, contrary to public policy or that could facilitate the violation of any applicable law, regulation or government policy.... (viii) promotes illegal gambling, the use of illegal substances, or the consumption of alcoholic beverages or tobacco-related products; (ix) directed or primarily appeals to children under the age of 16; (x) harmful to Playbuzz’s or any other party’s systems and networks..., (xii) unacceptable in Playbuzz’s sole discretion.”

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.

Playbuzz’s takedown policy is included in their Third Party Verification & Commitment which is located on their website, this states:

“In the event that an ad should appear against content deemed inappropriate, upon written notice Playbuzz will strive to conduct an investigation, a mitigation plan and if deemed necessary, removal, within 24 hours of notice but not later than 2 business days of such written notice, or within the timescales in agreed terms and conditions.”

The contractual consequences of any ad misplacement or not taking an ad down in accordance with the Playbuzz Takedown Policy will be evaluated and agreed with the client on a case by case basis.

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?

**Statement of verification provider:**

We have reviewed Playbuzz’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, Playbuzz 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.