

# DTSG Brand Safety Certificate



Smadex  
 Carrer de Roger de Llúria, 50  
 Barcelona  
 08009  
 Spain  
[www.smadex.com/index.html](http://www.smadex.com/index.html)

**Business/Brands Certified:**

Smadex

**Service provided:**

Technology

**Month of verification:**

March 2020

## Good Practice Principles

## How Smadex 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 Smadex insertion orders, referencing Smadex Terms of Use and Service Agreement and the IAB Standard Terms and Conditions for Internet Advertising.

Smadex's Terms of Use and Service Agreement are available to view here:

<http://www.smadex.com/index.php/terms-and-conditions/>

Smadex has signed Insertion Orders where the buyer's terms and conditions are agreed.

Smadex also have signed primary agreements with Exchanges and SSP's.

**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.

Smadex and buyers insertion orders contain intentions and targeting instructions of where advertising should (or should not) appear.

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

Smadex has a global inappropriate schedule (blacklist) which is run across all campaigns.

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

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

B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

Self-Serve clients are able to access Smadex's User Interface and implement their own appropriate and inappropriate schedules.

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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.

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

“This policy describes the governance process which Smadex adopts to ensure brand safety for all customers including taking all reasonable endeavours to minimise the risk of ad misplacement on mobile devices.”

The Brand Safety Policy is available to view here:

<http://www.smadex.com/index.html@p=9198.html>

A link to the Brand Safety Policy is also included within the Smadex Terms of Use and Service Agreement which is included in a link on Smadex’s insertion orders.

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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.

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

**“Global blacklist**

Smadex maintains its own extensive global blacklist of hundreds of thousands of mobile websites and applications, that have been flagged as containing inappropriate content.

The global blacklist is updated on a regular basis based on human processes and using automated technology from third parties to minimise the risk of ads appearing against:

- Adult content including but not limited to Nudity, Pornography, or Any Explicit Sexual Conduct
- Sexual Assault/Child Abuse Content
- Graphic Violence/Death
- Promotion of Drugs or Illegal Criminal Activity
- Copyright Infringement
- Extremist content/hate speech
- Terrorism
- Illegal downloads/online piracy
- Offensive language/obscenity
- Spam or harmful sites
- Arms/weapons
- Military conflict
- Tobacco

**Client whitelists**

Smadex offers advertisers the option to curate bespoke whitelists depending on the campaign’s targeting criteria to address brand safety concerns and minimise ad misplacement. Whitelists can be used by lines, campaigns or applied at an agency level to all activity.”

**“Third party content verification tools**

Smadex offers advertisers IAS pre-bidding solutions (non-JICWEBS certified)... for both managed and self-service customers. These technologies, alongside internal human auditing and sourcing information from various other third parties, contribute to continually minimising the risk of campaigns appearing alongside inappropriate content.”

**“Process and Maintenance**

Smadex internally vets publishers to ensure that ads do not appear against content that is not brand safe. At a high level, our domain vetting process for campaign briefs includes the following steps:

- a) For custom whitelists created to meet the requirements of specific campaign briefs, individual domains are manually vetted by the Smadex Ad Operations Team before being added to a whitelist. Only domains with appropriate content, as defined above, are allowed on to the list.
- b) Once new domains are added to whitelists these are monitored against Brand Safety metrics (e.g. human traffic and viewable) as part of our weekly Inventory Management routines. Where IAS monitoring is enabled, Smadex will analyse fraudulent activity, brand safety scores and viewability along with other campaign performance metrics that Smadex requires to meet KPIs. Domains that do not meet these standards will be removed from campaign lists.
- c) The Smadex global blacklist is updated on a regular basis by the Smadex Operations team using human processes, internal algorithms, IAS and other third party sources. This is implemented at a platform level and automatically applies to all campaigns managed by Smadex.”

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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.

Smadex’s takedown policy is included in their Brand Safety Policy on their website and states:

“In the event that a customer deems their ad has been displayed against inappropriate content, Smadex will take action to remove the publisher(s) as soon as notice has been received from the advertiser via email, and/or pause the campaign until the issue has been resolved.

Smadex operates a takedown policy to remove delivery across such content within 2 hours of communication during working hours and next working day during working hours 08:00 to 18:00 Central European Time.

Smadex will endeavour to fully investigate the ad violation and take any necessary steps to remove the risk of this happening again. The Smadex operations team will manually audit publishers utilizing brand safety tools and data across our exchange partners. If they are found to be unsuitable they will be excluded.

Smadex self-service advertisers will be able to log into the platform and add publisher(s) to a blacklist and pause the campaign if required. Self-service customers may contact Smadex to investigate the matter further.

Where advertiser has agreed the Smadex IO or MSA: The contractual consequences of not taking down an ad in accordance with the Smadex take down policy to be agreed between Smadex and advertiser on a case by case basis.”

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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.

Smadex have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

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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 processes are detailed in the tests above.

### Statement of verification provider:

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

JICWEBS Standard:



Verified by:



Address:

ABC  
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.