

DTSG Brand Safety Certificate

SYZYGY

Syzygy UK Ltd
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 London
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 www.syzygy.co.uk

Business/Brands Certified:

Syzygy

Service provided:

Agency, Platform, Technology

Month of verification:

June 2019

Good Practice Principles

How Syzygy 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 agree to SYZYGY's Master Service Agreement (MSA), Statement of Work and the Syzygy Media Plan. The MSA incorporates the SYZYGY Terms and Conditions. (Ts&Cs)

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

SYZYGY also have agreements with DSP'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.

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

SYZYGY have a global Inappropriate schedule (blacklist) which is run on all campaigns.

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

Buyers can also provide SYZYGY 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.

SYZYGY confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety and Creative Guidelines policy, this states:

"This policy describes the methods and processes involved in SYZYGY's pledge to keep our clients' brand safe in online environments. We use one of, or a combination of blacklists and whitelists – both either global or should the client require a specific schedule, this can be implemented easily as well."

"..... SYZYGY will use reasonable endeavours to apply the content exclusions on each of our DSPs for all campaigns however we will also be able to apply blacklists and whitelists which also exclude domains of these type"

The SYZYGY Brand Safety and Creative Guidelines policy link is shared in their email signatures and is available on their website at the following link:
<https://www.syzygy.net/london/en/news/syzygy-brand-safety-policy>

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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.

The SYZYGY Brand Safety and Creative Guidelines policy explains the processes applied to minimise ad misplacement as follows:

"SYZYGY will under all circumstances apply content exclusions to all of our campaigns which are of the same or a similar vein to the below categories amongst others that may be relevant to protecting a client's brand safety:

1. Adult content
2. Drug abuse
3. Pornography
4. Violence
5. Sexual assault"

SYZYGY's site vetting, monitoring and updating Inappropriate Schedules (blacklists) is also detailed in their Brand Safety Policy as follows:

"Our processes for updating our global blacklist is as follows:

- Needs to be updated every month
- Blacklists are constructed from audits of all our campaigns every month adding anything that does not contain ads.txt or have a content score of severe (and manually managed if 'high')
- Blacklists are applied to every campaign and are common to all DSPs that we do and will use so that there are no discrepancies between domains reached by DSP A and DSP B.
- URLs of a lower severity ranking than 'severe' (High-Low) are manually vetted and it is decided whether to add them to the blacklist or not."

SYZYGY can also add clients supplied blacklists and add in keyword targeting to campaigns on request.

SYZYGY will run a client supplied Appropriate Schedule (whitelist) on their campaign.

SYZYGY will also apply tags received from clients to one of their approved third party content verification (CV) partners , Integral Ad Science, Double Verify or MOAT, (Non JICWEBS approved CV tools), which are applied to SYZYGY's ad server and DSP's.

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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.

SYZYGY 's Takedown Policy is included in their Brand Safety and Creative Guidelines policy which is shared in their email signatures and is available on their website, this states:

"During any programmatic activity, if any form of display advertising is served on inappropriate content, as preagreed by the client and SYZYGY, SYZYGY will endeavour to take down within 24 hours of communication (Monday to Thursday during normal business hours) via email to agency account lead as specified in the Master Service Agreement and/or Statement of Work or within timescales in other agreed contracts."

"Any instance where delivery of programmatic buying is served on inappropriate content and breaks any agreed obligations, the client will be reimbursed by SYZYGY set at a maximum of the agency commission fee for the specific misplaced ads within the campaign for the time period it was misplaced for."

"In the same situation, if a 3rd party vendor is found responsible they will be liable for any reimbursement. The level of reimbursement of agency commission and any contractual consequences of ad misplacement or not taking an ad down in accordance with our Takedown Policy will be assessed and agreed with the client on a case by case basis based on the detrimental impact."

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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?

Statement of verification provider:

We have reviewed Syzygy'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, Syzygy 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.