

# DTSG Brand Safety Certificate

SYZYGY

Syzygy UK Ltd  
 Lacon House  
 84 Theobolds Road  
 London  
 WC1X 8NL

**Business/Brands Certified:**

Syzygy

**Service provided:**

Agency

**Month of verification:**

May 2020

## Good Practice Principles

## How Syzygy UK Ltd 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.

Some buyers also use their own agreements, referencing the buyers terms and conditions.

SYZYGY have agreements with programmatic partners where they buy ad inventory.

**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.

Media Plans contain intentions 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:

SYZYGY have a global Inappropriate schedule (blacklist) which is run on 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 SYZYGY with their own inappropriate schedule (blacklist) to run against their campaigns.

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.

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."

	<p>The SYZYGY IAB Brand Safety Policy link is available on the Syzygy website here:</p> <p><a href="https://www.syzygy.net/uk/iab-brand-safety-policy/">https://www.syzygy.net/uk/iab-brand-safety-policy/</a></p>
--	--

<p>4 Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.</p>	<p>The SYZYGY IAB Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“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:</p> <ol style="list-style-type: none"> <li>1. Adult content</li> <li>2. Drug abuse</li> <li>3. Pornography</li> <li>4. Violence</li> <li>5. Sexual assault”</li> </ol> <p>SYZYGY’s site vetting, monitoring and updating Inappropriate Schedules (blacklists) is also detailed in their Brand Safety Policy as follows:</p> <p>“Our processes for updating our global blacklist is as follows:</p> <ul style="list-style-type: none"> <li>• Needs to be updated every month</li> <li>• 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’)</li> <li>• 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.</li> <li>• 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.”</li> </ul> <p>SYZYGY can also add clients supplied blacklists and add in keyword targeting to campaigns on request.</p> <p>SYZYGY can also implement pre-bid tools via their programmatic partners, including Integral Ad Science and DoubleVerify (NON JICWEBS Certified Tools).</p>
--	---

<p>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.</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>SYZYGY’s Takedown Policy is included in their IAB Brand Safety Policy which is shared in their email signatures, this states:</p> <p>“During any programmatic activity, if any form of display advertising is served on inappropriate content, as deemed by the client, SYZYGY will endeavor to take down within 24 hours of communication via email to agency account lead as specified in the Master Service Agreement and/or Statement of Work.</p>
---	---

Good Practice Principles	How Syzygy UK Ltd complies
	Any instance where delivery of programmatic buying is served on inappropriate content and breaks any agreed obligations will be reimbursed by SYZYGY to the client, set at a maximum of the agency commission fee for the specific campaign. In the same situation, if a 3rd party vendor is found responsible they will be liable for reimbursement."
<p>6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>	Syzygy have an internal procedure for handling, tracking and monitoring of complaints raised under the DTSG Logged Complaint Monitoring Procedure.
<p>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?</p>	

**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.