

# UK Good Practice Principles certificate



Company: AdMaxim  
 32-36 Great Portland Street,  
 Second Floor,  
 London,  
 W1W 8QX  
<http://www.admaxim.com/>

Business/Brands verified:	AdMaxim
Service provided:	Platform
Month of verification:	December 2018

## Findings

Good Practice Principles	Description of compliance with the Principles
<p><b>1</b> 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.</p>	<p>Digital advertising transactions are governed by insertion orders (IOs), referencing IAB Terms and Conditions (T's &amp; C's).</p> <p>AdMaxim has IOs in place with agencies who sign their own T's &amp; C's.</p> <p>AdMaxim also has signed primary agreements with exchanges and SSP's.</p>
<p><b>2</b> A Primary Agreement, or the specific terms and policies within an agreed or signed contract, should include the Buyers and Sellers' intention as to where the advertising should (or should not) appear.</p> <p>The Buyers and Sellers should select from one or both of the following means to minimise ad misplacement:</p> <ul style="list-style-type: none"> <li>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</li> <li>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</li> </ul>	<p>AdMaxim (or buyers) IOs contain intentions and/or targeting instructions of where advertising should (or should not) appear.</p> <p>AdMaxim has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.</p> <p>AdMaxim has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide AdMaxim with their own whitelist or blacklist to run against their campaigns.</p>

Good Practice Principles	Description of compliance with the Principles
<p><b>3</b> 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.</p>	<p>AdMaxim confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“AdMaxim realises brand safety is a critical factor within the programmatic display industry and has various policies and processes implemented to minimise risk to clients.”</p> <p>The Brand Safety Policy is located here:  <a href="http://www.admaxim.com/brand-safety-policy/">http://www.admaxim.com/brand-safety-policy/</a></p>
<p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>AdMaxim’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“AdMaxim has a (non-JICWEBS certified) proprietary solution for enforcing brand safety rules with the ability to block the delivery of ads in real time based on categories and domains and is set as standard within campaign set up.</p> <p>The AdMaxim targeting engine can block unwanted categories as well as specific publisher site Top Level Domains (TLDs). This ensures ads are not landing on publishers associated with those set categories, for example gambling or dating, or on specifically unwanted domains. Keywords are also reviewed to restrict delivery to domains with blocked keywords and categories.</p> <p><b>AdMaxim Whitelists</b>            AdMaxim works with a range of whitelists, based on the tens of thousands of apps and sites AdMaxim has access to. These vary in size and are automatically and regularly manually reviewed by the Client Services Team. Sites and apps can be easily reviewed and added to whitelists (by the Client Services Team on a managed basis or by clients on a self-serve level) within our PinPoint interface.</p> <p><b>AdMaxim Blacklists</b>            AdMaxim’s global blacklist contains domains which we have deemed as inappropriate. These are largely based, but not limited to, the below categories:</p> <ul style="list-style-type: none"> <li>• Adult content</li> <li>• Alcohol content</li> <li>• Drug content</li> <li>• Hate speech content</li> <li>• Illegal download activity</li> <li>• Offensive language</li> <li>• Suspicious activity</li> <li>• Terrorism</li> <li>• Violence</li> </ul> <p><b>Client-Based Whitelists &amp; Blacklists</b></p>

Good Practice Principles	Description of compliance with the Principles
	AdMaxim fully supports client-based whitelisting and blacklisting, allowing full control over app and site delivery. AdMaxim can work with agencies or brands to execute these and self-serve clients have full access to white and blacklist creation tools via our PinPoint interface and can be created via a range of filters.”
<b>5</b> 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>AdMaxim's takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“Our Client Services Team monitors delivery and have full transparency and visibility on where campaigns are running and can take rapid action to deal with any brand safety issues (for any specific issues please get in contact with your immediate point of contact or email brandsafety@admaxim.com ). The international team is on call around the clock with the ability to pause campaigns and remove offending domains as necessary.”</p> <p>The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on either the Insertion Order or on a case by case basis with the buyer.</p>
<b>6</b> 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?	

**Verified by**

Company: ABC Ltd  
 Saxon House,  
 211 High Street,  
 Berkhamsted,  
 Hertfordshire.  
 HP4 1AD



Statement of verification provider:	We have reviewed AdMaxim’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, AdMaxim had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.
-------------------------------------	---

## About JICWEBS

JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) was created by the UK and Ireland media industry to ensure independent development of standards for measuring performance online and benchmarking best practice for online ad trading.

## About Digital Trading Standards Group (DTSG)

The Digital Trading Standards Group (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 side platforms and publishers.