

DTSG Brand Safety Certificate

JustPremium

JustPremium Ltd
 22 Long Acre
 Covent Garden
 London
 WC2E 9LY
<https://justpremium.com/>

Business/Brands Certified:

JustPremium

Service provided:

Reseller, Technology

Month of verification:

June 2019

Good Practice Principles

How JustPremium 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 JustPremium’s insertion orders (IO’s) referencing Just Premium’s Terms & Conditions (Ts & Cs).

JustPremium’s T & Cs are available to view here: <https://justpremium.com/terms-conditions/>

Buyers can also provide their own IO referencing their Ts & Cs.

Additionally, JustPremium have signed primary agreements with SSP’s to facilitate programmatic buying.

JustPremium also have direct publisher agreements in place which reference the JustPremium Ts & Cs.

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).

JustPremium IO’s and buyers IO’s contain intentions of where advertising should or should not appear.

JustPremium has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.

Buyers can also provide JustPremium with their own blacklist to run against their campaigns.

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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.

JustPremium confirms the specific provisions applied to minimise the risk of ad misplacement in their Quality Control policy which states:

“Brand safe inventory is of great importance to JustPremium. Our process regarding publisher selection, and our ongoing inventory quality control have been designed to safeguard the interest of our buyers and uphold the reliability of the online industry and its eco-system.

As a responsible company, JustPremium is doing everything reasonably possible to protect the interests of our demand and supply partners. Regarding brand safety, we are committed to meeting and where possible, exceeding industry standards...”

The Quality Control policy is located at the following link: <https://justpremium.com/terms-conditions/>

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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.

JustPremium confirms their processes to minimise the risk of ad misplacement in their Quality Control policy. These processes are summarised as follows:

“Publisher On-Boarding

Every JustPremium publisher is reviewed by our internal Quality Control Team. Prospective publishers are evaluated against the following criteria:”

- Quantity and Quality: JustPremium conduct a background check to determine how influential a URL might be based on how many sites link to it / how trustworthy a page is based on how trustworthy sites tend to link to trustworthy neighbours. They use SimilarWeb, Alexa and Majestic data when accepting the publisher into the network.
- Content Assessment: A manual review of the publisher webpage(s) is carried out to check the quality of the page content. JustPremium exclude adult, illegal, violent and hate content.

“Third Party Verification

JustPremium collaborates with a number of Ad Tech Partners and buyers to...increase the availability of brand safe inventory. We receive...publisher blacklists through our trusted partners.”

Campaigns can also be run using the Integral Ad Science pre-bid content category exclusions (non-JICWEBS Certified).

The JustPremium network is also aligned with third party blacklists including DoubleVerify, OpenX and SpotX.

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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.

JustPremium’s Take Down Policy is included in their Brand Safety Policy on their website and states:

“As part of the Quality Control procedures, JustPremium has a very strict Take Down Policy.

Good Practice Principles

How JustPremium complies

- If a buyer feels that specific inventory is in violation of their expectations, they must notify JustPremium immediately. Within 12 hours, JustPremium will make commercially reasonable efforts to correct or take down the violation. The contractual consequences of not taking down an ad in accordance with our Take Down Policy are evaluated and agreed upon with the buyer on a case-by-case basis.
- If a publisher serves JustPremium ads on a domain that has not been previously agreed upon, sends non-brand safe traffic...cooperation will be suspended and a further investigation by our Quality Control Team will be conducted. As a result of this investigation, the partnership between the publisher and JustPremium may be terminated immediately.

Further information about Quality Control and Brand Safety can be requested by sending an email to: qualitycontrol@justpremium.com

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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 JustPremium'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, JustPremium 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.