

DTSG Brand Safety Certificate

AUDIENCESTORE 

Audience Store
 Sheraton House
 14 Great Chapel Street
 London
 W1F 8FL
<https://www.audiencestore.co.uk/>

Business/Brands Certified:

Audience Store

Service provided:

Reseller, Technology

Month of verification:

July 2020

Good Practice Principles

How Audience Store 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 display advertising transactions are governed by Audience Store insertion orders, referencing Audience Store's standard Terms and Conditions.

Audience Store's standard Terms and Conditions are available to view here:

<https://www.audiencestore.co.uk/terms-and-conditions/>

Audience Store also have agreements with buyers who supply their own Insertion Orders.

Audience Store also have agreements with programmatic partners on the sell side, where the terms agreed are the seller'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.

Audience Store 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:

Audience Store has an inappropriate schedule 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 Audience Store with their own inclusion or exclusion list 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.

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

"Audience Store follows the below procedures to ensure campaigns are brand safe."

Good Practice Principles

How Audience Store complies

The policy then details the processes applied by Audience Store to minimise the risk of ad misplacement.

The Brand Safety Policy is available to view here:

<https://www.audiencestore.co.uk/static/brand-safety-info.pdf>

A link to the Brand Safety Policy is also included on Audience Store's insertion orders.

4

Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.

Audience Store's Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

3rd-party CV tools

"Audience Stores works with multiple 3rd party brand safety providers (all non-JICWEBS certified) to ensure that ads are not served next to inappropriate [...] content."

Exclusion listing

"Audience Store regularly updates multiple exclusion lists informed by ongoing reports, cross-client learnings, and reports generated from 3rd party providers to help maintain brand safety"

"Audience Store negatively targets all unclassified inventory offered by exchanges to try to ensure quality of ad space purchased."

Keyword exclusion

"Audience Store negatively targets keywords related to inappropriate content, or sites that have previously found to slip through brand safety filters, to help eliminate sites being missed through the transparency gap."

Content targeting

"Audience Store utilises [...] technology to filter by category type, categories such as the following are blocked at the start of every campaign: Adult, Derogatory, Downloads & Sharing, Weapons, Gambling, Violence, Suggestive, Profanity, Alcohol, Drugs, Tobacco, Religion, Tragedy, Transportation Accidents, Sensitive Social Issues."

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.

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.

Audience Store's takedown policy is included in their Brand Safety Policy on their website and states:

"Audience Store is committed to taking down or pausing advertising within two business hours of a request being made to do so."

The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on a case by case basis with the buyer.

6

The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

Audience Store have internal procedures in place for handling, tracking and monitoring complaints raised under DTSG Logged Complaint Monitoring Procedure.

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?

All applicable brand safety policies and procedures are addressed above.

Statement of verification provider:

We have reviewed Audience Store'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, Audience Store 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.