

DTSG Brand Safety Certificate



AdColony
 Lower Ground Floor
 4 Christopher Street
 London,
 EC2A 2BS
<https://www.adcolony.com/>

Business/Brands Certified:

AdColony

Service provided:

Reseller, Technology

Month of verification:

November 2019

Good Practice Principles

How AdColony 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 sign the AdColony Insertion Order (IO), which references the IAB 4As Standard Terms & Conditions for Internet Advertising (T's & C's).

The IAB Terms are available to view here:
http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf

AdColony also have agreements with Buyers who supply their own IOs and reference the Buyers T's & C's, as well as programmatic partners with whom AdColony signs up to the partners' T's & C's.

Publishers agree to the AdColony Terms of Service for Publishers.

The AdColony Terms of Service for Publishers are available to view here:
<https://support.adcolony.com/helpdesk/terms-of-service-for-publishers/>

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).

The AdColony and Buyers IO's specify the targeting instructions for the campaign.

Buyers can select sites from an Appropriate Schedule (whitelist) of AdColony's vetted and approved sites/apps. Buyers can also provide their own whitelist to be applied in addition to AdColony's whitelist.

AdColony can run an Inappropriate Schedule (blacklist) supplied by buyers if requested.

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.

The AdColony Brand Safety Policy states:
 “AdColony will take all reasonable efforts to minimize the risk of ad misplacement on its marketplace, both direct-sold campaigns, as well as those trafficked programmatically.”

AdColony’s Brand Safety Policy is publicly located on the AdColony website at:
<https://www.adcolony.com/privacy-policy/brand-safety-policy/>

4

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

AdColony detail the processes to minimise ad misplacement in their Brand Safety Policy. It lists the following processes:

“ Our publishing team manually vets all apps before they ever receive any non-test traffic from our marketplace to ensure that they only contain appropriate content for our advertisers for our campaigns.”

The policy also states “The below-listed content categories are prohibited across apps where ads are served. Any apps identified across these content categories are blocked and added to a blacklist.

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- Adult Content
- Offensive Language
- Hate Speech
- Illegal activity
- Illegal Downloads/Streaming
- Real-world violence (implied or actual)
- Gambling (actual currency)

Should any of the above be detected, the app will be paused from monetization and our Publishing team will open an investigation into the content of the app. Should the investigation find that the app has violated our brand safety guidelines, it will be suspended immediately and removed from our marketplace.”

AdColony also have the ability to monitor campaigns using the IAS and DoubleVerify CV tools (both non-JICWEBS certified).

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.

The AdColony Take Down Policy is contained within their Brand Safety Policy page and states:

“In the event that an ad appears in an app which a client deems inappropriate or brand unsafe, clients should contact their AdColony Account Manager. The campaign can be paused while the relevant team members investigate, on request from the client.

All takedown requests received within business hours associated with the country your AdColony contact is located in (Monday-Thursday 9am-5.30pm, Friday 9am-5pm) will be actioned within three (3) working hours, or within the timescales specified in individual terms and conditions.

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	The contractual consequences of not taking down an advertisement in accordance with AdColony's takedown policy are agreed with the buyer on a case by case basis."
<p>6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>	AdColony have an internal procedure for handling tracking and monitoring 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 AdColony'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, AdColony 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.