

DTSG Brand Safety Certificate



Bidstack,
 Queen Elizabeth Olympic Park,
 Plexal,
 Here East,
 London,
 E20 3BS
<http://www.bidstack.com/>

Business/Brands Certified:

Bidstack

Service provided:

Reseller, Technology

Month of verification:

March 2020

Good Practice Principles

How Bidstack 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 Bidstack Insertion Orders, referencing Bidstack’s standard Terms and Conditions and Brand Safety Policy.

Bidstack’s standard Terms and Conditions are available to view here:

<https://www.bidstack.com/terms-conditions/>

Bidstack also has signed primary agreements with Buyers who supply their own Insertion Orders containing the Buyers Terms and Conditions. Bidstack also have agreements with exchanges.

Bidstack have signed agreements in place with 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.

Bidstack 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:

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

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).

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.

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

“We are committed to upholding the integrity of our brand and the brands we work with and will use all reasonable endeavours to ensure all Advertising is suitable for the game, for the game’s PEGI rating (Pan European Game Information – industry standard for game age recommendation), and for the disclosed age of the player.”

The Brand Safety Policy is available to view here:

<https://www.bidstack.com/brand-safety-policy/>

A link to the Brand Safety Policy is also included on Bidstack’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.

Bidstack’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

“Bidstack manually vets all game applications before signing on-board. This includes reviewing the content, ad place and PEGI rating of the game to ensure the game content is in line with our advertising and content guidelines below. Additionally, a full list of specific in-game restrictions is available on request.

Bidstack enforces a manual and human check of all creatives before they are placed in a game to ensure they meet the below category standards and any game-specific requirements. This comprehensive approval system is mandatory for all brands and creatives, regardless of origin, and aims to be completed within 72h.

Bidstack reserves the rights to reject any Game Application, Advertising, Advertising copy or brand and to suspend, remove, or terminate any Advertising, brand campaign or partnership where it reasonably determines that there has been a violation of our standards, or where the content or copy is considered inappropriate.

Bidstack explicitly prohibits Advertising and/or brands that contain or advertise: pornography; tobacco; vaping and e-cigarettes; firearms and weapons; political advertising; religious advertising; or illegal drugs, excluding alcohol, however advertisements of this sort would be subject to additional restrictions”.

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.

Bidstack’s takedown policy is included in their Brand Safety Policy on their website and states:

“In the event that there is a wish to remove an ad from a game due to misplacement or game content, buyers can email adtakedown@bidstack.com. During working hours Monday – Friday the ad will be taken down within 4 hours. Between Friday evening and Monday morning we commit to remove the advert within 24 hours at a maximum. Any consequences of ad misplacement are to be discussed on a case by case basis.”

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

Bidstack have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaints 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?

Statement of verification provider:

We have reviewed Bidstack’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, Bidstack had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

ABC
 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.