

# DTSG Brand Safety Certificate



The Trade Desk  
 One Bartholomew  
 Barts Square  
 10th Floor  
 London EC1A 7BL  
 United Kingdom  
<https://www.thetradedesk.com/>

**Business/Brands Certified:**

The Trade Desk

**Service provided:**

Technology

**Month of verification:**

July 2020

## Good Practice Principles

## How The Trade Desk 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 The Trade Desk's Master Services Agreements, referencing TTD's terms and conditions.

TTD also has signed primary agreements with SSPs referencing TTD's inventory supplier terms and conditions. These terms are available to view here: <https://www.thetradedesk.com/general/lt-d-ssp-terms-and-conditions-v1>

**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 Trade Desk has an inappropriate schedule (exclusion list) which is run across all campaigns.

The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:

Buyers can also provide their own inclusion list or exclusion list to run against their campaigns. The responsibility for this is with the buyer when accessing the platform with a self-service account and is done directly on the platform. Responsibility for targeting is specified in the IOs for managed accounts.

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.

The Trade Desk state the reasonable endeavours to minimise ad misplacement in their Marketplace Quality page, which is available on their website and states:

"Efforts are aimed at ensuring each impression we bid on meets the highest standards across brand safety, which ensures that ads appear alongside desirable content"

The Marketplace Quality efforts are available to view here: <https://www.thetradedesk.com/industry-initiatives/marketplace-quality>.

The Trade Desk details the specific provisions in place to minimise the risk of ad misplacement in their client knowledge portal. These provisions are only available to clients with access to the platform.

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

**SSP Vetting**

All SSP partners must undergo The Trade Desk’s on-boarding process where they are vetted and reviewed to ensure that the inventory available meets the standards that are required.

**Exclusion Lists**

The Trade Desk employ a proprietary global exclusion list across all campaigns. This prevents ads serving against inventory which has been identified as adult content, infringing copyright, promoting hate speech or infringing on COPPA regulations among other criteria.

Clients can also run their own exclusion lists against campaigns.

**3rd-Party CV Tools**

The Trade Desk platform has been integrated with pre-bid solutions from 3rd-party vendors DoubleVerify, Integral Ad Science and Peer39 (all non-JICWEBS certified). These optional integrated tools give buyers extra control over where their advertisements are placed.

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 Trade Desk’s Take Down Policy is included in their education and information site, which is available to all buyers. It states:

“Should any ad appear on a Site which breaches The Trade Desk’s Inventory Standards or otherwise does not meet generally accepted standards, buyers may block the domain in the platform, and must report the issue within 24 hours to their Client Services team, who will work via our internal support system to investigate such an incident.”

The contractual consequences of not taking down an ad in accordance with the Take Down Policy are evaluated 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.

The Trade Desk 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 The Trade Desk'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, The Trade Desk 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.