

DTSG Brand Safety Certificate



Affectv
 1 Mark Square
 London
 EC2A 4EG
<https://affectv.com/>

Business/Brands Certified:

Affectv

Service provided:

Reseller

Month of verification:

April 2019

Good Practice Principles

How Affectv 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 Affectv's Insertion Orders which include Affectv's Terms & Conditions.

Affectv also has a signed agreement with an advertising exchange for the delivery of digital advertising.

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.

Affectv's Insertion Orders contain intentions 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:

Affectv has a global inappropriate schedule (blacklist) 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 Affectv with their own blacklist or whitelist 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.

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

"(...) as the safety of our client's brand is of utmost value, Affectv have several layers of control in place to make sure we deliver ads in the right environments for each campaign."

The Brand Safety Policy is located at the following link: <https://affectv.com/brand-safety>

The Brand Safety Policy is also included on Affectv'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.

In summary, Affectv’s Brand Safety Processes are as follows:

Affectv has a global blacklist to block specific URLs across all buying activity. The blacklist is subject to regular manual and automated monitoring processes and include the following categories: Abortion, Adult, Aggressive, Guns, Hacking, Violence, Adware, Malware, Drugs, and Fraud.

Affectv’s clients may also specify their own appropriate and inappropriate schedules.

Affectv runs regular checks on all the URLs that have impressions served against them. These URLs are referenced against a keyword list and domain prefix lists. Sites that reference against any of these lists are manually checked. Those sites deemed inappropriate are added to the blacklist.

Affectv use a non-JICWEBS certified content verification tool (Adloox) across all campaigns. Adloox claims to prevent ads from displaying on URLs deemed inappropriate. Affectv will then reactively block these domains. Affectv also has the capability to implement the JICWEBS certified tool Integral Ad Science’s AdSafe Firewall on client request.

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.

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

“...requests to pause activity are actioned within 2 hours. As standard, Affectv has a 48 hour termination clause.

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 contractual consequences of not taking reasonable steps to remove an ad from a publication on written request are evaluated and agreed with the buyer on a case by case basis.”

6 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 Affectv’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, Affectv 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.