

# DTSG Brand Safety Certificate



Fifty  
2 John Street,  
London,  
WC1N 2ES  
<https://fifty.io/>

Business/Brands Certified:

Fifty

Service provided:

Technology

Month of verification:

January 2020

## Good Practice Principles

## How Fifty 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 Fifty insertion orders referencing the IAB Standard Terms and Conditions for Internet Advertising v3.0

The IAB standard Terms and Conditions are available to view here:

[https://www.iab.com/wp-content/uploads/2015/06/IAB\\_4As-tsandcs-FINAL.pdf](https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf)

Fifty also have agreements with buyers where the Terms and Conditions agreed are the buyers. Fifty will also send their Insertion Order to the buyer.

Fifty have agreements with a number of programmatic partners.

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).

Fifty and buyers insertion orders contain intentions of where advertising should (or should not) appear.

Fifty has an inappropriate schedule (blacklist) which is run across all campaigns.

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.

Fifty confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:  
 "Fifty is committed to providing the highest possible levels of brand safety for clients and advertisers and minimizing the risk of ad misplacement in line with industry standards."  
 The Brand Safety Policy is available to view here:  
<https://fifty.io/brand-safety.php>  
 A link to the Brand Safety Policy is also included on Fifty'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.

Fifty's Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:  
 Fifty utilise Integral Ad Science's pre-bid solution (Not JICWEBS certified) via their chosen programmatic partners.  
 Fifty maintain a blacklist of sites which is applied at seat level across all campaigns.  
 Fifty carry out post campaign monitoring to review sites where ads have been delivered and remove sites that are non-brand safe.  
 Where Fifty place advertising on Social Media Platforms they apply the following brand safety controls:  
 Facebook – Fifty only buy the inventory classed as standard inventory. Where advertising on Facebook Audience Network the standard inventory setting is also applied.  
 Twitter – Fifty only buy inventory on the Twitter platform and not the Twitter Audience Platform. Fifty use keyword lists to increase brand safety on the platform.

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.

Fifty's takedown policy is included in their Brand Safety Policy on their website and states:  
 "The application of this policy is designed to ensure that brand misplacement does not occur. In the event Fifty becomes aware of an ad appearing on a site that is considered inappropriate, then Fifty will take down the ad within 1 business day. The contractual consequences of this are as agreed with the client in each case, but as standard Fifty will normally discount such placement against the current or a future campaign or make no charge for that placement. If you have any questions about any of the information contained in this document please contact your Fifty account manager or email [hello@fiftymedia.com](mailto:hello@fiftymedia.com)"  
 Fifty have an internal policy to review their take down procedures on a periodic basis to ensure the consistency and effective operation.

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

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

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### Statement of verification provider:

We have reviewed Fifty'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, Fifty 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.