

DTSG Brand Safety Certificate



Zeta Global, WeWork Floor 1
125 Kingsway
London,
WC2B 6NH
United Kingdom

Business/Brands Certified:

Zeta Global

Service provided:

Technology

Month of verification:

September 2019

Good Practice Principles

How Zeta Global 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.

Included in Standard Terms & Conditions, including adjacency rules, within an agreed contract. The T&Cs cover the substantive points regarding the methods for minimising 'ad misplacement'.

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).

CV tool (A): DoubleVerify (certified to the JICWEBS standards)

- Configuration of CV tool: can be configured as to several different criteria
- Business implementation: Options for adjustment of placements do exist
- Monitoring and reporting: Detailed campaign reporting available
- Consequences of dysfunction/ misuse: Own internal policies are used to describe the processes in case of malfunctions

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.

Zeta uses a combination of techniques to verify content and deal with ad misplacement. These techniques can be summarized as followed:

- built-in brand safety filters and controls
- Inventory tags like black lists, white lists, network level brand safety block list, network level suspicious activity block list, network level keyword block list
- Inventory quality model
- Network level IP black list
- no bid on cookie-less (new) users (with exception on AdX, whose brand safety filters are considered strong enough by Zeta to allow them to bid on a percentage of new users they see)

Good Practice Principles	How Zeta Global complies
	<ul style="list-style-type: none"> • sites with high levels of drop off excluded • additional restrictions (like controls serving to required location, organization, language, age, gender, device etc.)
<p>4 Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.</p>	<p>The existing processes are explained in detail to ePrivacy. They can be summarized as followed:</p> <p>Personnel trained, sharing of experience, market-specific reports, auditing of the reports for accuracy, inventory quality block lists and bot block-lists, general guidelines, brand safety shield, which can be considered as an internal CV tool, and transparency including site, financial, real-time dashboards.</p> <p>Besides, Zeta has got an inventory quality team as well as a dedicated brand assurance officer whose only focus is on monitoring the above processes and systems, making decisions on policy, offering guidance to clients and continuously analyzing and improving Zeta’s Brand Safety Shield, which can be considered as an internal CV tool.</p>
<p>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.</p> <p>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.</p>	<p>Included in Standard Terms & Conditions used, which contain</p> <ul style="list-style-type: none"> • take down policy • adjustments of blacklists and whitelists in agreement with buyer and seller <p>Zeta takes take down requests from their clients very seriously. Therefore, their clients have personal contacts and also a general email address which can be used for take down requests. Zeta respond within 24-48 hours and take appropriate actions. Zeta informs its customers in an introduction about their existing policies.</p>
<p>6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>	<p>Zeta Global explained their procedure of handling, tracking and monitoring complaints in a transparent way to ePrivacy. Zeta Global sets their timeframe on internal investigation by less than 6 business days. Responsible Officer is involved in every step of the complaint resolution.</p>
<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>	<p>N/A</p>

Statement of verification provider:

Experts from ePrivacy have reviewed the material, documentation and responses on the JICWEBS DTSG Brand Safety criteria, which were evaluated. The enquiries have been designed to substantiate the material, documentation and responses and independently confirm that the brand safety policies stated are designed to fulfil the JICWEBS DTSG Brand Safety criteria, are operationally in place and well documented where required. In our opinion, the implementation of JICWEBS DTSG Brand Safety criteria are fairly implemented and reflect the required brand safety criteria. ePrivacy did not test the compliance with the processes and procedures in practice.

JICWEBS Standard:



Verified by:



Address:

ePrivacy GmbH
Große Bleichen 21
20354 Hamburg
Germany

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.