

DTSG Brand Safety Certificate



SpotX
4 Tenterden Street
London
W1S 1TE

Business/Brands Certified:

SpotX

Service provided:

Technology

Month of verification:

April 2020

Good Practice Principles

How SpotX 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 SpotX Platform Provider agreements, referencing SpotX's standard Terms and Conditions.

SpotX also has signed Insertion Orders (IOs) referencing the SpotX standard Ts & Cs for managed accounts.

All publishers that work directly with SpotX sign the Platform Service agreement, referencing SpotX's Ts & Cs.

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.

SpotX's primary agreements contain intentions and/or 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:

SpotX has a global appropriate schedule (whitelist) from which buyers can select sites 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

SpotX also has an inappropriate schedule (blacklist) which is run across all 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. In the absence of specific provisions, then as a minimum, a statement of reasonable endeavours is required.

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

"At SpotX, brand safety is one of our core competencies. As your trusted partner, we have in place a multi-pronged protocol to maintain a brand-safe platform."

Good Practice Principles

How SpotX complies

SpotX's brand safety policy is located at the following link:

<https://www.spotx.tv/brand-safety-process/>

A link to this policy is also included in all Platform Provider agreements.

4

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

SpotX's Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

"We have a strict onboarding process with new publishers to ensure they meet our quality standards and a zero-tolerance policy for content involving hate, nudity, violence, graphic content, gambling, piracy, illegal drugs, defamation, pornography, hacking, and counterfeit goods. Additionally, we have a network blacklist which blocks unsafe, invalid, fraudulent, or low-quality domains. We focus on removing the truly low-quality inventory (and sources), while retaining the ability to assist advertisers in reaching a large audience with quality inventory."

SpotX use the Zvelo brand safety tool (non-JICWEBS certified) to monitor and categorise ad placements across all display campaigns by IAB categories such as safe/unsafe, malware, language etc.

SpotX only use direct suppliers for Connected TV (CTV) ads and manually vet all channels they run on.

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.

SpotX's takedown policy is included in their Brand Safety Policy, located online and states:

"If a buyer feels that specific ad placements are in violation of their expectations, please notify SpotX right away. Within 24 hours, SpotX will make commercially reasonable efforts to correct or take down the violation. The contractual consequences of not taking down an ad in accordance with our Take Down Policy are evaluated and agreed with the buyer on a case by case basis. If you don't have a contact at SpotX, please reach out to brandsafety@spotx.tv and someone from our team will get back to you as soon as possible."

6

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

SpotX have an internal procedure for handling, tracking and monitoring complaints raised under the 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 controls are addressed above.

Statement of verification provider:

We have reviewed SpotX'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, SpotX 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.