

DTSG Brand Safety Certificate

IPONWEB

IPONWEB Ltd.
4th Floor, 16 Garrick Street
Covent Garden, London
WC2E 9BA, UK

Business/Brands Certified:

BidSwitch
The MediaGrid

Service provided:

Technology

Month of verification:

March 2020

Good Practice Principles

How IPONWEB 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.

All BidSwitch demand partners must adhere to the BIDSITCH TRADING AGREEMENT, which includes policies and provisions for Brand Safety. All BidSwitch supply partners must adhere to the BIDSITCH SUPPLY PARTNER CONNECTION & MEDIA AGREEMENT, which includes policies and provisions for Brand Safety.
<https://www.bidswitch.com/bidswitch-policy/>

All The MediaGrid supply partners must adhere to THE MEDIAGRID INC. | PUBLISHER AGREEMENT, which includes policies and provisions for Brand Safety.
<https://www.themediagrid.com/the-mediagrid-policies/>

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).

BidSwitch provides the underlying infrastructure that normalizes the connections between different programmatic technology platforms (most commonly DSPs and SSPs), providing an integral infrastructure to support programmatic players at all tiers and levels of the industry. BidSwitch provides the tools for buyers and sellers to manage and control brand safety, including whitelisting and blacklisting capabilities of Domains, Apps, SSP's, Publishers, and Advertisers.

The MediaGrid leverages all of the whitelisting and blacklisting capabilities offered in the BidSwitch platform. In addition, all publishers must pass a robust brand safety vetting process, including human and technology review, before being added to the platform.

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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 BidSwitch and The MediaGrid Buy Side and Sell side policies, links provided in Section 1, advise buyers and sellers on the acceptable brand safety practices for the platform.

In addition, BidSwitch produces client-facing quarterly newsletters to advise supply and demand partners about new developments, including Brand Safety initiatives.

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

The BidSwitch UI allows demand and supply partners to create brand safety whitelists and blacklists. In addition, BidSwitch maintains their own brand safety blacklist that is applied to the entire platform.

The MediaGrid employs a robust supply review and vetting process when on-boarding new properties to ensure compliance with their brand safety policies. The review includes both third-party technology and manual reviews. In addition, The MediaGrid leverages all of the whitelisting and blacklisting capabilities offered in the BidSwitch platform.

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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.

According to the BIDSWITCH SUPPLY PARTNER CONNECTION & MEDIA AGREEMENT, Section 4, Supply Partner Obligations: "You agree that if BIDSWITCH, acting reasonably, believes that you do not comply with any obligations of this section 4, BIDSWITCH may immediately suspend your connection to the BIDSWITCH Platform (either with or without providing notice of this) to you, until BIDSWITCH is reasonably satisfied with your compliance with this section."

According to the BIDSWITCH TRADING AGREEMENT, Section 5, Demand Partner Obligations: "You agree that if BIDSWITCH, acting reasonably, believes that you do not comply with any obligations of this section 5, BIDSWITCH may immediately suspend the provision of the BIDSWITCH Service (either with or without providing notice of this) to you, until BIDSWITCH is reasonably satisfied with your compliance with this section."

According to THE MEDIAGRID INC. | PUBLISHER AGREEMENT, Section 4, Publisher Obligations: "You agree that if Grid Inc., acting reasonably, believes that you do not comply with any obligations of this section 4, Grid Inc. may immediately suspend your connection to the MediaGrid Platform (either with or without providing notice of this) to you, until Grid Inc. is reasonably satisfied with your compliance with this section."

Good Practice Principles	How IPONWEB complies
	<p>BidSwitch cannot/does not perform the take-downs for partners. They do provide documentation that advises partners how to use bidstream data to blacklist supply and demand. Once BidSwitch is advised of a take-down request from the buyer or seller, the creative is taken down immediately.</p> <p>The MediaGrid take down policy can be found here: https://www.themediagrid.com/media-seller-take-down-policy/</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>IPONWEB has a documented process for receiving, handling, tracking, and monitoring DTSG logged complaints.</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>All relevant brand safety controls are addressed above.</p>

Statement of verification provider:

We have reviewed IPONWEB’s policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG UK Good Practice Principles. Our examination was 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, IPONWEB had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

BPA Worldwide
 Clerkenwell House
 45-47 Clerkenwell Green
 Clerkenwell, London
 EC1R 0EB
 UK

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.