

# DTSG Brand Safety Certificate



Shpock  
 180 Oxford Street  
 London  
 W1D 1NN  
<https://www.shpock.com/en-gb>

**Business/Brands Certified:**

Shpock

**Service provided:**

Publisher / Content Creator

**Month of verification:**

July 2020

## Good Practice Principles

## How Shpock 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 Shpock insertion orders, referencing Shpock standard Terms and Conditions.

Shpock's standard Terms and Conditions are available to view here:

<https://advertising.shpock.com/advertising-terms>

Shpock also has signed primary agreements with SSPs for selling inventory programmatically governed by the buyer's T & 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.

Shpock's insertion orders 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:

All ads are served on Shpock's owned and operated site, which is therefore the appropriate schedule (inclusion list).

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

Buyers can target specific areas of the site to run against their campaigns.

B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

Buyers can also provide Shpock with their own keyword exclusion list to run against their 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.

Shpock confirms the specific provisions applied to minimise the risk of ad misplacement in their Advertising Terms, which state:

"Shpock will provide, within the scope of the IO, Ads on the Platform and will do its best endeavours to execute a reasonable delivery of the Ads."

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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.

#### Appropriate Schedules

All ads are served on Shpock's O&O platforms. Buyers can target certain sections of the site or app if they wish.

#### Inappropriate Schedules

The Shpock Terms and Conditions (Ts&Cs) state the following

"Posts by users, copyright of third parties

Each post must be written or created personally by the respective user.

It is strictly forbidden to publish illegal, obscene, offensive, discriminatory, vulgar, violence-glorifying, pornographic, adult content and/or any other content that infringes personal rights" "Violations lead to the deletion of the item or blocking of the user account. In addition, the Operator reserves the right to move, remove posts, disable or to delete user accounts."

The full Ts&Cs are located at <https://www.shpock.com/en-gb/terms-conditions>

In addition, Shpock's User Agreement states further the items not appropriate for sale on the platform. As such, advertising should not appear next to the items found within these lists. These lists can be found via the following links:

<https://www.shpock.com/en-gb/help/web/59bac42c80b6062c2a4c59e7>

<https://www.shpock.com/en-gb/help/web/59b7ace5a5e9ae3d5f513688>

Buyers can also provide Shpock with a keyword exclusion list to apply to their campaigns which will prevent the buyer's ads serving next to any of these words as part of a search request or item description.

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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.

Shpock's Take Down Policy is included in their advertising terms and states:

"In the event that a buyer deems an ad placement within the Shpock app or website is inappropriate and requires that the ad material (or entire campaign) be taken down, they should contact their sales account representative or email [adops@shock.com](mailto:adops@shock.com) to request the takedown be actioned, this request will then be recorded internally.

For direct campaigns Shpock will remove the ad placement(s) within two working days. For programmatic activity Shpock will, if requested, help find the source of the issue or, if applicable, direct the advertisement away from the offending content. Based on the complexity of the programmatic landscape, this can take between two and fourteen working days."

The contractual consequences of not taking down an ad in accordance with the Take Down Policy are evaluated on a case by case basis.

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

Shpock have internal procedures in place for handling, tracking and monitoring complaints raised under 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 procedures are addressed above.

**Statement of verification provider:**

We have reviewed Shpock’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, Shpock 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.