

DTSG Brand Safety Certificate



FreeWheel Media, Inc.
 8th Floor, 71-91 Aldwych
 Aldwych House
 London, WC2B 4HN
 UK
<http://freewheel.tv/>

Business/Brands Certified:

FreeWheel Media

Service provided:

Technology

Month of verification:

February 2020

Good Practice Principles

How FreeWheel Media 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.

Sellers agree to comply with the Supply Side Platform Agreement.

Buyers agree to comply with the Demand Side Platform Agreement.

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.

FreeWheel's buyers have the ability to select and omit content categories and specific domains (appropriate and inappropriate schedules). These exclusions and targeting details are requested within the IO and then set up within the UI.

The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:

FreeWheel buyers have the authority to select and exclude content categories, OTT channels, specific domains and/or in-app supply partners via the Demand Partner Agreement.

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

FreeWheel uses appropriate schedules, also known as "whitelists," based on their agreement with clients. Inventory whitelisting is required for all networks and owned and operated partners (existing and new). For new networks (or for new inventory added by existing networks), including owned and operated partners, the onboarding process includes a whitelisting process, in which they submit all of their inventory to FreeWheel's Inventory Quality Team for review and approval.

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

FreeWheel ensures that publishers have the legal right to sell against inventory and confirms proper categorization of publishers for demand partners on a regional and global basis.

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.

FreeWheel communicates and confirms the provisions applied to minimize the risk of ad misplacement through the Supply Side Platform Agreement, Master Services Agreement, Prohibited and Restricted Inventory List, Onboarding Requirements & Best Practices, and White Listing Policy.

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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.

For new networks (or for new inventory added by existing networks), including owned and operated partners, the FreeWheel onboarding process includes a whitelisting process, in which supply partners submit all of their inventory to FreeWheel's Inventory Quality Team for review and approval.

FreeWheel independently verifies that sellers inventory does not contain content and/or categories described in the Prohibited and Restricted Inventory List, which includes hate speech, pornography, malware, piracy, weapons, violence, defamation, sale of illegal drugs, pages that execute auto-downloads or auto-redirect, sale of government forms or services, illegal content, morally reprehensible content, fake errors and warnings, content that interferes with navigation, content that interferes with other ads. This review is conducted during the onboarding process.

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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.

Demand-side partners are responsible for their own ad quality. FreeWheel vets all demand-side partners to insure adequate ad quality controls are in place. Customers are responsible for all content or materials (including all intellectual property rights therein) transmitting to and from each website, device, or application for which the Service is engaged (the "Content"). If FreeWheel determines, in its discretion, that the Demand Partner has violated FreeWheel's policies and standards, FreeWheel reserves the right to reject the applicable Ad.

Supply Side Platform Agreement states: "Either party may terminate the Agreement for cause if the other party commits a material breach of the Agreement that remains uncured after the expiration of 30 days' written notice specifying the basis for the breach... FreeWheel reserves the right, in its sole discretion, to suspend Customer's access to the Services or terminate this Agreement in the event of (i) material brand safety concerns raised with respect to Customer's Property(ies), or (ii) any allegations of Customer invalid traffic, fraud, or inventory quality issues impacting the Services."

In the event that a publisher has breached their agreement with FreeWheel and made unacceptable inventory available, FreeWheel will identify the Publisher, confirm the invalid inventory, and terminate the publisher for material breach of agreement.

Takedown Policy: In terms of misplacement of ads by either the Supply Source (i.e. the publisher) or the Demand Source (i.e. the party providing the creative for the ads), since the delivery of ads is programmatic in nature, ads run in real-time and do not need to be taken down. Instead, a provision is in place to prevent misplaced ads from being served again.

In the case of a customer request, FreeWheel will immediately file a support ticket requesting an internal block of the misplaced creative, and include any/all of the available and applicable info: DSP creative ID / FreeWheel creative ID / campaign ID / publisher ID.

In the case of an offending creative, FreeWheel would then notify the relevant DSP ops contact person with the same information and ask that the creative and/or campaign be disabled from the DSP side.

Good Practice Principles	How FreeWheel Media complies
	FreeWheel maintains a documented takedown policy that is enforced within 24 business hours (excluding major holidays and acts of God) of the detection and confirmation of a brand safety violation.
<p>6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>	FreeWheel has a ticketing system in place to track and monitor all DTSG complaints received in accordance with the Logged Complaint Procedure, outlined in Criteria 6, note E, of the JICWEBS DTSG UK Good Practice Principles for the Trading of Digital Display and/or Audio Advertising.
<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>	All applicable brand safety measures are noted above.

Statement of verification provider:

We have reviewed FreeWheel Media, Inc.'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, FreeWheel Media, Inc. had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

BPA Worldwide
 Second Home Clerkenwell Green
 45-47 Clerkenwell Green
 Clerkenwell, London
 EC1R 0EB
 United Kingdom

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.