

UK Good Practice Principles certificate



Company: Amnet UK
 10 Triton Street
 Regents Place
 London
 NW1 3BF
<http://www.amnetgroup.com/>

Business/Brands verified:	Amnet
Service provided:	Agency Trading Desk (ATD), Demand Side Platform (DSP)
Month of verification:	August 2017

Findings

Good Practice Principles	Description of compliance with the Principles
<p>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.</p>	<p>Buyers agree to Amnet UK's Terms and Conditions via their Campaign Planning forms.</p> <p>The Planning form contains a link to Amnet's Terms and Conditions https://www.amnetgroup.com/terms/uk/termsUK.pdf, and the location of the Amnet UK Brand Safety Policy.</p> <p>These documents constitute the terms for digital display advertising.</p> <p>Amnet also have signed agreements with DSP's.</p>
<p>2 A Primary Agreement, or the specific terms and policies within an agreed or signed contract, should include the Buyers and Sellers' intention as to where the advertising should (or should not) appear.</p> <p>The Buyers and Sellers should select from one or both of the following means to minimise ad misplacement:</p> <ul style="list-style-type: none"> 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 Buyer and Seller pre-delivery). 	<p>The Campaign Planning form/Adazzle Insertion Order contains details of targeting instructions agreed prior to any campaign commencing.</p> <p>Amnet use Appropriate Schedules (Whitelists) on all campaigns.</p> <p>Amnet will also run Inappropriate Schedules (Blacklists) if requested by the buyer.</p>

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<p>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.</p>	<p>Amnet’s Brand Safety policy states: "AMNET UK established this document to detail to Clients, Suppliers, AMNET staff and other Dentsu Aegis stakeholders our process for delivering safe brand advertising campaigns for clients. All reasonable endeavours will be applied to minimise the risk of ad misplacement on all inventory."</p> <p>The location of Amnet UK’s Brand Safety Policy is included on their Planning Form at: https://www.amnetgroup.com/materials/uk/brand_safety_policy.pdf</p>
<p>4 Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>Publisher vetting:</p> <p>Amnet vets and approves all sites before they are added to their whitelist.</p> <p>Amnet’s Brand Safety Policy states the following: “At AMNET we understand that to remain effective brand safety approaches need to be regularly assessed and updated if necessary. We do this via:</p> <p>On-going Maintenance We regularly update whitelists across all DSPs. This is performed by Trading Team CV Specialist.</p> <p>Campaign Specific Planning The Planning Team identify specific client requirements that need to be addressed for a campaign. Traders then adjust the whitelist and pre-bid tools accordingly and seek approval from the Head of Trading before pushing the activity live.”</p> <p>Appropriate Schedules:</p> <p>“The AMNET Brand Safety Policy applies to all ad placements made by AMNET UK across all media including Display, Mobile, and VOD. As a key preventative measure, AMNET UK utilises a white list to positively target brand safe contexts at the pre-bid stage.” “A whitelist is applied to all activity”.</p> <p>Inappropriate Schedules:</p> <p>As well as always using a whitelist “...at the client request Amnet will implement a bespoke blacklist across programmatically traded campaigns.”</p>

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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>“Amnet considers all below inappropriate content and blocks in all campaigns:</p> <ul style="list-style-type: none"> * Adult Content * Hate Content * Copyright Infringement * Extreme Violence * Gambling content * Drug and Alcohol Content * Illegal Activities * Religious Content * File Sharing Sites * Dating Sites * Political Sites * Unmoderated Forums and Blogs” <p>CV tools:</p> <p>“At the advertiser’s request Amnet uses 3rd party tools to block and report on inappropriate content. This can be in addition to, or instead of, our standard approach to verification...”</p>
	<p>Amnet UK’s Brand Safety Policy states:</p> <p>“Amnet has strong preventative measures to minimise ad misplacement but also performs spot checks. If an ad falls outside of the appropriate schedule, Amnet UK will, within 4 business hours, remove the ad with immediate effect. Amnet has the ability on all the DSP’s to remove URLs from the whitelist and add them to the blacklist. “</p> <p>“The contractual consequences of not taking down an ad in accordance with our Take Down Policy are evaluated on a case by case basis and agreed with the buyer.”</p>

Verified by

Company: ABC Ltd
 Saxon House,
 211 High Street,
 Berkhamsted,
 Hertfordshire.
 HP4 1AD



Statement of verification provider:

We have reviewed Amnet’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, Amnet had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

About JICWEBS

JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) was created by the UK and Ireland media industry to ensure independent development of standards for measuring performance online and benchmarking best practice for online ad trading.

About Digital Trading Standards Group (DTSG)

The Digital Trading Standards Group (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 side platforms and publishers.