

UK Good Practice Principles certificate



Company: Avocet
 96-100 Clifton Street
 London
 EC2A 4TP
<https://avocet.io/>

Business/Brands verified:	Avocet
Service provided:	Demand Side Platform (DSP)
Month of verification:	July 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 that sign the Avocet Order Form/MSA agree to Avocet Terms and Conditions. The Avocet Insertion Orders (IOs) and Order Forms include a link to the Brand Safety policy on the Avocet website.</p> <p>Avocet works with some agencies who use their own IOs and separate T's and C's.</p> <p>Avocet has signed agreements with Exchanges and Sales Side Platforms.</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>Avocet Insertion Orders and Order Forms/MSAs contain a link to the Avocet Brand Safety Policy, which contains details of inappropriate content where advertising should not appear.</p> <p>Avocet has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.</p> <p>Avocet has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide Avocet with their own blacklist to run against their campaigns.</p>



Good Practice Principles	Description of compliance with the Principles
<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>Avocet confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“Avocet is committed to providing the best possible brand safety protection for our clients. In order to achieve that and minimize the risk of misplaced ads we have strict internal policies that we adhere to for all campaigns we manage.” It then subsequently describes the methods used as reasonable endeavours such as pre-bid solution, and appropriate/inappropriate schedules.</p> <p>The Brand Safety Policy is located at the following link https://avocet.io/brand-safety-policy#safety</p> <p>A link to the Brand Safety Policy is also included on Avocet’s insertion orders.</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>Avocet’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“Pre-bid solution:</p> <p>We have integrated Integral Ad Science’s (IAS) ‘pre-bid’ data (non JICWEBS certified) which enables us to block a range of sensitive categories by default. Using this technology allows us to only serve ads on content that has been deemed as ‘safe’ before we will place a bid and win an auction. Any content which has not yet been rated is also blocked by default.</p> <p>The categories we block are listed below:</p> <ul style="list-style-type: none"> • Suspicious Activity • Adult Content • Drug Content • Illegal Download Content • Suspicious Activity • Violence • Alcohol Content • Drug Content • Hate Speech Content • Offensive Language Content • Undeclared and obscured publisher URLs” <p>“To minimize the possibility of ad misplacements, Avocet uses appropriate and inappropriate schedules. Avocet’s blacklist consists of domain where we have deemed the content to be inappropriate. It is manually updated by Avocet. Our global blacklist applies to all campaigns run over our platform.”</p> <p>“Avocet’s whitelist comprises of thousands of domains which have been verified by us and IAS. Additionally we have a “Domain Discovery Tool” (non JICWEBS certified) which allows for easy creation of client whitelists based on IAB Categorisation of the domain.”</p>



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<p>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>	<p>Avocet’s take down policy is included in their Brand Safety Policy on their website and states:</p> <p>“In the unfortunate event that an ad is displayed on content that is considered inappropriate, Avocet will remove this advert within no more than one business day of initial alert to our support desk (support@avocet.io). Best efforts will be employed to ensure much swifter removal. Upon raising this issue we will investigate the specific placement and it is deemed correct we will add the offending domain to our global blacklist.”</p> <p>The takedown policy also states:</p> <p>“The contractual consequences of not taking down an advert in accordance with our Takedown policy are evaluated and agreed with the client on a case by case basis”</p>

Verified by

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



<p>Statement of verification provider:</p>	<p>We have reviewed Avocet’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.</p> <p>In our opinion, at the time of our review, Avocet had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.</p>
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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.