

UK Good Practice Principles certificate

DTSG UK BRAND SAFETY	JIC WEBS	VALID TO:
		MARCH 2018



Company: Captify Technologies Ltd
 5 Langley Street,
 Covent Garden, London,
 WC2H 9JA
 Tel: (+44) 2078 126330
<http://www.captify.co.uk>

Business/Brands verified:	Captify
Service provided:	Demand Side Platform (DSP)
Month of verification:	February 2017

Findings

Good Practice Principles	Description of compliance with the Principles
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>Buyers agree to the Captify Technologies advertiser Terms and Conditions via insertion order. The Advertiser Terms and Conditions address:</p> <ul style="list-style-type: none"> o Terms of payment o Term and termination o Advertisement, including delivery of advertisement, company work product, license o Brand Safety and Advertising Placement (See below) o Campaign data o Advertising agency o Advertiser representations; indemnification o Liability o Miscellaneous <p>4.1 Company will use all commercially reasonable endeavours, including the use of an independently-certified content verification tool to minimize placement of advertising on: (i) websites containing illegal content; and (ii) any websites specifically agreed in writing by Company with Advertiser as inappropriate, with the applicable criteria in each case to be agreed prior to delivery of the campaign. Company's current brand safety policy is available at http://www.captify.co.uk/brand-safety/#BrandSafety</p>

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	<p>Sellers agree to the Captify Technologies publisher’s terms by completing the Captify Data Publishers Agreement. The publisher agreement addresses:</p> <ul style="list-style-type: none"> o Commencement o Program participation o Publisher obligation o Calculation of impressions, clicks, click validity, terms of payment o Term and termination o Representation and warranties (including Brand Safety – see below) o Use of data o Disclaimer and limitation of liability o Notices o Electronic signatures o General <p>3.3 The publisher shall not place the Tags on any property that has not been specifically approved by Captify for participation in the Programme in writing (email being sufficient) at Captify’s sole discretion</p> <p>6.3 Captify will use all commercially reasonable endeavours, including the use of an independently-certified content verification tool to minimize placement of advertising on: (i) properties containing illegal content; and (ii) any properties specifically agreed in writing by Captify with Advertiser as inappropriate, with the applicable criteria in each case to be agreed prior to delivery of the campaign. Captify’s current brand safety policy is available at http://www.captify.co.uk/brand-safety/#BrandSafety</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> <p>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</p> <p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p>Buyers state their intention as to where the advertising should or should not appear in the Insertion Order.</p> <p>The Captify Data Publisher Agreement states, publishers (sellers) “shall not place the Tags on any property that has not been specifically approved by Captify for participation in the Programme in writing (email being sufficient) at Captify’s sole discretion.”</p> <p>Captify offers the following means to minimize ad misplacement:</p> <p>A. Captify has contracted with Integral Ad Science integralads.com for brand protection and verification services.</p> <p>B. In addition to the use of an independently certified content verification tool, Captify also uses appropriate and inappropriate schedules, also known as “whitelists” and “blacklists.”</p> <p>Lastly, by agreement with clients, Captify can apply bespoke whitelists and/or blacklists corresponding to a particular advertiser’s brand guidelines.</p>
<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>In the Captify Publisher Terms and Conditions, publishers agree they “shall not place the advertising tags on any web pages that has not been specifically approved by Captify for participation in the program in writing (email being sufficient) at Captify’s sole discretion.”</p>

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<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>Captify has contracted with Integral Ad Science integralads.com for brand protection and verification services, including ad blocking and pre-bid solutions, preventing adverts from appearing in undesirable environments including:</p> <ul style="list-style-type: none"> o Adult content o Alcohol o Hate speech o Offensive language o Illegal downloads o Illegal drugs o Contextual relevance <p>In addition to the use of an independently certified content verification tool,</p> <p>Captify also uses appropriate and inappropriate schedules, also known as “whitelists” and “blacklists.”</p> <p>Captify’s blacklist includes thousands of websites whose content they or the third party verifiers consider to be inappropriate. This black list is regularly updated. Every campaign runs against this master blacklist.</p> <p>Captify’s whitelist includes thousands of websites that have been manually verified by Captify or by third party verifiers. It is possible to run a campaign against this whitelist only, by agreement.</p> <p>Lastly, by agreement with advertisers, Captify can apply bespoke whitelists and/or blacklists corresponding to a particular advertiser’s brand guidelines.</p> <p>Company's current brand safety policy is available at http://www.captify.co.uk/wp-content/uploads/2014/09/here.pdf</p> <p>Captify clearly discloses their brand safety partnership with Integral Ad Science on the following webpage, http://www.captify.co.uk/brand-safety/#BrandSafety</p> <p>Integral Ad Science explains their brand safety tool on their own site, http://www.integralads.com/</p>
<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>The Captify Terms and Conditions state the contractual consequences of non-performance.</p> <p>Captify will use all commercially reasonable endeavours, including the use of an independently-certified content verification tool to minimize placement of advertising on: (i) properties containing illegal content; and (ii) any properties specifically agreed in writing by Captify with Advertiser as inappropriate, with the applicable criteria in each case to be agreed prior to delivery of the campaign. Captify’s current brand safety policy is available at http://www.captify.co.uk/wp-content/uploads/2014/09/here.pdf</p> <p>As soon as Captify becomes aware of any advertisement appearing on any property contrary to the provisions of the terms and conditions, Captify will as soon as practicable remove such advertisement.</p>

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	TAKE-DOWN POLICY In the event Captify becomes aware of an ad appearing on a site that is considered inappropriate, then Captify will as soon as practicable take down the ad. The contractual consequences of this are as agreed with the client in each case, but as standard Captify will normally discount such placement against the current or a future campaign or make no charge for that placement.

Verified by

Company: BPA Worldwide
Central Working Shoreditch
6-8 Bonhill Street
London EC2A 4BX
United Kingdom



Statement of verification provider:	<p>We have reviewed Captify’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.</p> <p>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, Captify had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK 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.