

UK Good Practice Principles certificate



Company: Clearstream
 60 Great Portland Street
 London
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<https://www.clearstream.tv/>

Business/Brands verified:	Clearstream
Service provided:	Advertising Network
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>Clearstream’s digital display advertising transactions are governed by buyer’s insertion orders, referencing buyer’s standard terms and conditions.</p> <p>Clearstream also has a signed trading agreements with a supply side partner.</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>Buyer’s insertion orders contain intentions of where advertising should (or should not) appear.</p> <p>Clearstream has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide Clearstream with their own blacklist to run against their campaigns.</p> <p>Clearstream uses the JICWEBS standard certified CV tool “The Ad Safe Firewall” by Integral Ad Science as pre-bid blocking on all campaigns.</p>

Good Practice Principles	Description of compliance with the Principles
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>Clearstream confirms the specific provisions applied to minimise the risk of ad misplacement on request via email to their buyers which includes the following statement:</p> <p>“We take brand safety very seriously and have a set of best practices we follow.”</p>
4 Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.	<p>Clearstream’s provisions applied to minimise the risk of ad misplacement include:</p> <ul style="list-style-type: none"> • Clearstream has implemented pre-bid integrations with the JICWEBS certified tools: <ul style="list-style-type: none"> o The Ad Safe Firewall by Integral Ad Science o DV Digital Impression Quality - Real-Time Ad Blocking by Double Verify • Clearstream set campaign parameters to avoid high and medium risk categories including adult content, disaster, violence and hate • Clearstream implements a blacklist as standard across all campaigns • Additionally Clearstream can implement agency / group blacklists when requested. • Upon buyer request Clearstream can work on a whitelist basis.
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>Clearstream respond to take down in accordance with their buyer’s terms and conditions.</p> <p>Where there are no specific take down terms within buyers’ IO, Clearstream adhere to the IAB/4A’s standard terms and conditions.</p> <p>The IAB/4A’s standard terms and conditions can be found here: https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf</p> <p>The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on either the Insertion Order or on a case by case basis with the buyer.</p>

Verified by

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



Statement of verification provider:

We have reviewed Clearstream'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, Clearstream 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.