

UK Good Practice Principles certificate



Company: Collective Europe
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<http://uk.collective.com/>

Business/Brands verified:	Collective Europe
Service provided:	Advertising Network
Month of verification:	October 2016

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>Collective Europe has agreed Insertion Orders (IOs) with their buy side agencies and advertisers. Each IO includes or references the buyers' Terms and Conditions (Ts and Cs) for digital display advertising.</p> <p>Collective Europe have exclusive and non-exclusive agreements with publisher partners who sign the agreement or the Collective Europe IO which is accompanied by Collective Europe Ts and Cs.</p> <p>Additionally, Collective Europe have signed agreements with DSPs and Exchanges.</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>All IOs specify details of targeting instructions which are agreed pre-delivery of any campaign.</p> <p>Collective Europe run the "Ad Safe Firewall" by Integral Ad Science (independently certified to JICWEBS standards) CV Tool, against all campaigns as a pre bid blocking tool.</p> <p>Collective Europe have their own network of whitelist domains, (appropriate schedule) as well as a Global Blacklist, (inappropriate schedule) to minimise ad misplacement.</p> <p>Collective Europe can also run whitelists or blacklists supplied by buyers on their campaigns when requested by the client.</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>Collective Europe has published its Brand Safety statement on its website, http://uk.collective.com/brand-safety/ and this includes the following statement:</p> <p>"Our policies and procedures provide complete transparency about how we protect advertisers' brands online and how we minimise ad misplacement in accordance with the JICWEBS DTSG Good Practice Principles."</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>Collective Europe apply the following processes to minimise ad misplacement and many of these processes are stated in their Brand Safety Policy.</p> <p>Site Vetting</p> <p>"Collective manually vets all 3rd party websites before acceptance to our platforms to ensure that they only contain appropriate content for our advertisers. For websites accessed via exchanges the vetting is done automatically with our Integral pre-bid segments."</p> <p>Appropriate Schedules</p> <p>Collective Europe have a whitelist of publishers and if requested can also implement buyers appropriate schedules.</p> <p>Inappropriate Schedules</p> <p>Collective Europe use a global blacklist to exclude any sites which contravene their content guidelines and block any sites that are identified to contain the following:</p> <ul style="list-style-type: none"> • Adult • Offensive Language • Hate Speech • Illegal Downloads/Streaming • Drugs Rating <p>Collective Europe have a specific clause in their direct publisher agreements which also specifies inappropriate content types.</p> <p>CV Tools</p> <p>Collective Europe use the "Ad Safe Firewall" by Integral Ad Science (independently certified to JICWEBS standards) CV tool in a pre-bid phase to identify risk levels and block sites before any campaign goes live.</p> <p>Collective Europe also use Integral Ad Science's delivery monitoring tools post bid and regularly review the reports to provide assurance that ads have been served on appropriate sites and to identify any delivery which may potentially be inappropriate and require further investigation.</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>The Collective Europe Take Down Policy is included in the Brand Safety page on the website and states: "In the eventuality that an ad should appear against content deemed inappropriate, Collective Europe will make every reasonable effort to take down this placement within 2 hours. The same process applies if an ad deemed commercially sensitive should appear on any of our publisher's sites. The contractual consequences of not taking down an ad in accordance with our Take Down Policy are evaluated on a case by case basis, agreed with the buyer and are IO specific."</p>

Verified by

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 211 High Street,
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 HP4 1AD



<p>Statement of verification provider:</p>	<p>We have reviewed Collective Europe'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, Collective Europe 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.