

# UK Good Practice Principles certificate

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| <b>DTSG</b><br><b>UK BRAND SAFETY</b> | <b>JICWEBS</b>  | VALID TO:   |
|                                       |  | AUGUST 2018 |



Company: Encore Digital Media  
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 London, SE1 3XF  
 UK  
<http://encoredigitalmedia.net/>

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|---------------------------|--------------|
| Business/Brands verified: | Encore       |
| Service provided:         | Trading Desk |
| Month of verification:    | June 2017    |

## Findings

| Good Practice Principles   | Description of compliance with the Principles  |
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| <p><b>1</b> 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 and sellers agree to the 4A's/IAB Standard Terms and Conditions<br/> <a href="https://www.iab.com/wp-content/uploads/2015/06/IAB_4As_tsandcs_Education_FINAL.pdf">https://www.iab.com/wp-content/uploads/2015/06/IAB_4As_tsandcs_Education_FINAL.pdf</a></p> <p>The exception to the above is buyers, whose IOs reference the individual buyer's Terms and Conditions which govern their digital display advertising transactions.</p>                     |
| <p><b>2</b> 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>Insertion orders include the details of the ad campaign, including designated white-list sites.</p> <p>A. Encore Digital Media uses Integral Ad Science (IAS) as their primary CV tool. It is activated through a third party Demand Side Platform (DSP).</p> <p>B. Encore Digital Media will only serve advertisements on Encore Digital Media and/or advertiser approved white listed sites. Any sites not on the white lists are effectively black listed.</p> |



| Good Practice Principles   | Description of compliance with the Principles   |
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| <p><b>3</b> 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>Encore Digital Media will only serve advertisements on white listed sites through their third party Demand Side Platform. The Encore Digital Media white list includes publishers/sites with a direct relationship with Encore Digital Media and publishers/sites added by the buyers or agencies that have their own relationships with publishers/sites.</p> <p>Encore Digital Media uses a combination of human review and technology tools provided by their third party Demand Side Platform to ensure brand safety.</p>  |
| <p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>   | <p>Encore vets and approves all sites before they are added to the white lists. The head of operations is responsible for visiting the sites and making the final approval.</p> <p>The sites to be added to a white list must meet the following requirements:</p> <ul style="list-style-type: none"><li>• <b>Genuine Publications</b></li></ul> <p>The URLs of the site must be checked to make sure that it does not redirect. The site must have genuine editorial content rather than being a portal purely for adverts.</p> <ul style="list-style-type: none"><li>• <b>Content Specific</b></li></ul> <p>For general white list use a site must fall into one of the categories of News, Business, Technology or Business.</p> <p>For campaign/advertiser specific white-list use a site must be related to the specific content/industry/subject which is the subject of the campaign/advertiser.</p> <ul style="list-style-type: none"><li>• <b>Brand Safe</b></li></ul> <p>Sites used on white-lists must not include:</p> <ul style="list-style-type: none"><li>o Adult content</li><li>o Hate content</li><li>o Copyright infringement</li><li>o Extreme violence</li><li>o Gambling content</li><li>o Drug and Alcohol content</li><li>o Illegal activities</li><li>o Religious content</li><li>o File sharing sites</li><li>o Dating sites</li><li>o Political sites</li><li>o Unmoderated forums and blogs</li></ul> <ul style="list-style-type: none"><li>• <b>Not be exclusively User Generated Content</b></li></ul> <p>Sites with purely user generated content are not permitted on the platform.</p> |



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|  | <ul style="list-style-type: none"> <li>• <b>Have predominantly content flanked ad placements</b></li> </ul> <p>For white-list use a site must have ad placements which are commensurate on the page with the content of the page. The pages of the site must be checked from top to bottom. If there are many ad placements which appear well below the content the site should not be added to a white-list.</p> <p>Encore Digital Media uses Integral Ad Science (IAS) as their primary CV tool. It is activated through a third party Demand Side Platform (DSP) for all campaigns as the default setting.</p> <p>Encore Digital Media’s third party DSP has a global network black-list and also provides third party tools for keyword brand safety filtering.</p> <p>Encore Digital Media blocks all sites that do not provide fully transparent URLs.</p> <p>Lastly, all unknown browsers and unknown ISPs are blocked.</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>Campaigns are subject to 4A’s/IAB Standard Terms and Conditions. If an ad falls outside of an appropriate schedule, Encore will within a maximum of one business day, remove the ad with immediate effect. Encore has the ability to remove URLs instantly from a whitelist or add to a blacklist within their DSP. The contractual consequences of not taking down an ad in accordance with the Encore take down policy is evaluated on a case by case basis to the satisfaction and agreement of the buyer</p>  |

**Verified by**

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| <p>Statement of verification provider:</p> | <p>We have reviewed Encore Digital Media’s policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG UK Good Practice Principles.</p> <p>Our examination was 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, Encore Digital Media 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.