

UK Good Practice Principles certificate



Company: Switch Concepts Limited
 Hounslow House
 Hounslow Business Park
 Southampton
 SO40 9LX
<http://www.switchconcepts.com>

Business/Brands verified:	Switch Concepts
Service provided:	Supply Side Platform (SSP)
Month of verification:	March 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>Switch Concepts enter into agreements with all users of its technology platform (both buyers and sellers).</p> <p>Buyers IOs reference Terms and Conditions which govern their digital display advertising transactions with Switch.</p> <p>Switch Concepts have signed agreements with RTB exchanges, SSPs and DSPs.</p> <p>Approved publisher accounts agree to the Switch Concepts Terms and Conditions.</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>Buyers IOs contain intentions to where an ad should or should not appear.</p> <p>Switch Concepts use an appropriate schedule (whitelist) and inappropriate schedule (blacklist) on all campaigns and are able to implement blacklists supplied by buyers if requested.</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>Switch Concepts confirms that reasonable endeavours will be applied in their Brand Safety Policy, which states: "Switch Concepts understands that brand safety is important to our advertisers and we work tirelessly with our publishers to ensure that every impression delivered by our platform meets the highest quality standards." Switch Concepts regularly advise their clients that they have a Brand Safety Policy and have included a link to its location on email communications: www.switchconcepts.com/brand-safety-policy</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>Switch Concepts Brand Safety Policy explains the processes for reasonable endeavours as follows: "All sites on the Switch Concepts site list have been manually vetted to ensure that they contain content that is deemed appropriate to our advertisers.... Switch Concepts carry out a review on all ad-calls post-delivery to check that the page URL is as described." Switch Concepts update their inappropriate schedules on a daily basis and do not serve ads to websites that contain the following content: "Adult / Pornographic, Offensive language, Adware / Malware, Tobacco or Tobacco related products, Fake / bootleg / counterfeit items, Online gambling / casino, Hate speech / racist / homophobic content, Sale of prescription drugs, Illegal activity, Plagiarised content / copyright infringements, Illegal downloads, Violence / Gore, Illegal drugs & Weapons / Firearms."</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>Switch Concepts Takedown policy is included in their Brand Safety Policy and states: "Should an ad appear against a website an advertiser deems to be inappropriate the advertiser should contact our Trading Operations team (ops@switchconcepts.com) All requests received within working hours (8am-6pm) will be actioned within one hour. Outside of working hours, requests will be carried out within 24 hours, or within the timescales stated in individual terms and conditions." "The contractual consequences of not taking down an ad in accordance with Switch Concepts Takedown policy are evaluated and agreed with the Buyer on a case by case basis."</p>

Verified by

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



Statement of verification
provider:

We have reviewed Switch Concepts 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, Switch Concepts 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.