

UK Good Practice Principles certificate

DTSG UK BRAND SAFETY	JICWEBS	VALID TO:  MAY 2018



Company: Unruly Group Ltd
 The Whitechapel Building,
 15 Whitechapel High Street,
 London
 E1 8QS
<http://unruly.co/>

Business/Brands verified:	Unruly
Service provided:	Supply Side Platform (SSP)
Month of verification:	May 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>Buyers that sign the Unruly IO agree to the Advertisers Terms & Conditions; a link to which is located on the IO: http://unruly.co/advertiser-terms-conditions/</p> <p>The Unruly IO includes a link to the website, which in turn has a link to the Unruly Brand Safety Protocols page: https://unruly.co/unruly-brand-safety-protocols/</p> <p>Unruly also has some advertisers who use their own IOs and separate T's & C's.</p> <p>Unruly have agreements and T's & C's with Publishers at http://unruly.co/publisher-terms-conditions/ and agreements with Ad 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>The Unruly IO specifies the targeting instructions and may include appropriate and / or inappropriate schedules.</p> <p>Buyers that do not use the Unruly IO have their own IOs and T's & C's which make reference to targeting instructions and the use of appropriate / inappropriate schedules.</p> <p>Seller's agreements contain intentions as to where advertising should or should not appear.</p> <p>Unruly have global appropriate and inappropriate schedules that are applied to all campaigns.</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>Unruly confirm specific provisions in their Brand Safety Protocols on their website which states:</p> <p>“Unruly takes a “defense in depth” approach to Brand safety and Traffic Fraud, using multiple proprietary and third-party software tools and techniques for identifying where traffic is originating from, filtering out or blocking undesirable traffic and placements. There are industry-wide challenges that all buyers and media vendors face, and Unruly is firmly committed to working in partnership with brands and the IAB to ensure Unruly’s campaigns are delivered with the maximum level of vigilance and protection available.”</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>Unruly’s Brand Safety Protocols state the following:</p> <p>“As part of their application to join Unruly’s network, all publisher partners must agree with our Publisher Terms & Conditions and Network Policies, which specifically references content not permitted within Unruly’s network. Publishers are subject to a vetting process before they can be invited to take part in Unruly’s campaigns, to ensure that they do not contain any prohibited content, outlined below:</p> <ul style="list-style-type: none"> • Violent content, racial intolerance or advocacy against any individual, group or organisation • Pornography, nudity, adult or mature content • Hacking/cracking content • Illicit drugs and drug paraphernalia • Excessive profanity • Facilitation or promotion of illegal file sharing • Sales or promotion of weapons or ammunition (e.g. firearms, fighting knives, stun guns) • Sales or promotion of tobacco or tobacco-related products • Sales or promotion of prescription drugs • Sales or promotion of products that are replicas or imitations of designer goods • Sales or distribution of term papers or student essays • Cult or Occult related content • Gambling content • Any other content that is illegal, promotes illegal activity or infringes on the legal rights of others <p>For all live publishers running campaigns from Unruly, we use a combination of client and server side techniques to detect any breaches of our Network Policies and traffic served from a new domain that is not part of the Unruly network... “</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>Unruly's Takedown policy is included in their Brand Safety Protocols on their website and states:</p> <p>“Brightcloud email notifications are investigated and actioned (if required) within 7.5 business hours of receipt or within the timescale specified in individual Terms and Conditions. If this happens out of hours it will be dealt with at the earliest convenience once business hours resume, and actioned, if necessary, within 7.5 business hours of receipt or within the timescale specified in individual Terms and Conditions.”</p> <p>“Resolution can include methods such as real-time blocking and expulsion of the relevant publisher from the Unruly network... Any views delivered against the site identified as breaching our publisher guidelines are compensated through additional media delivery (on a like-for-like basis) as standard.”</p>

Verified by

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



<p>Statement of verification provider:</p>	<p>We have reviewed Unruly’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, Unruly 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.