

UK Good Practice Principles certificate



Company: Unruly Group Ltd
 42-46 Princelet Street
 London
 E1 5LP
<http://unruly.co/>

Business/Brands verified:	Unruly
Service provided:	Supply Side Platform (SSP)
Month of verification:	May 2015

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 which are included in a link on the IO. http://unruly.co/advertiser-terms-conditions/</p> <p>The Unruly IO also includes links to the Brand Safety Program page on their website, which has a link to the Unruly Brand Safety Protocols page. http://unruly.co/unruly-brand-safety-protocols/</p> <p>Unruly also has some advertisers who use their own IOs and separate Ts & Cs.</p> <p>Unruly also has agreements and Ts & Cs 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> <p>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</p>	<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 IO's and Ts & Cs which make reference to targeting instructions and the use of appropriate / inappropriate schedules.</p> <p>Unruly have a documented Brand Safety Protocol on their website located at http://unruly.co/unruly-brand-safety-protocols/ which details the Appropriate / Inappropriate schedule policy and details a list of prohibited content categories.</p> <p>Sellers' agreements contain intentions as to where advertising should or should not appear.</p>

Good Practice Principles	Description of compliance with the Principles
<p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	
<p>3 Sellers should confirm that reasonable endeavours will be applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly.</p>	<p>Unruly confirm that reasonable endeavours will be applied in the Brand Safety Protocols located on their website.</p> <p>Unruly have advised their clients by email that they have Brand Safety Protocols, which included the following link to their location on the website Unruly Brand Safety Protocols</p>
<p>4 Sellers should be able to explain the process(es) that form the basis of these reasonable endeavours.</p>	<p>Unruly have documented Brand Safety Protocols located on their website which states:</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>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>Contractual consequences of not removing an ad are limited to the value of the IO.</p>



Verified by

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



Statement of verification
provider:

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. 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.

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.