

# How Unruly Shield Protects Your Ads

We are incredibly passionate about brand safety at Unruly and are committed to total trust and transparency with our clients and partners. From our dedicated in-house brand safety taskforce to our long-standing partnerships with leading ad verification vendors, Unruly continues to set the standard across the ad tech industry. But how exactly do we do it?

## In-House Team & Tech

### In House Shield Taskforce:

We don't leave your safety to machines alone.

To ensure best practices are rigorously applied, our in-house taskforce takes a 'defence-in-depth' approach, undertaking rigorous daily quality checks which include:

- Monitoring impressions and activity across the Unruly exchange against Unruly's Network Policies
- Collaborating with our Publisher Activation Team to ensure all publishers sign our Terms of Service
- Manually vetting each new site before accepting them into our network.

### Domain Lists:

- Exclusion Lists: Updated daily, ensuring campaigns do not run on inappropriate sites.
- Inclusion Lists: Global, regional and campaign-specific inclusion lists containing only pre-approved, high-quality sites, with premium content.

### Takedown Policy:

In the improbable event that your ad is found running in an unsafe or inappropriate environment, we are committed to ensuring that it is removed from the offending site immediately after detected.

## Third-party Technology Partnerships

### Grapeshot:

We utilise our partnership with Grapeshot to guarantee exchange-wide contextual keyword blocking against unsafe and inappropriate content.

### Moat:

We measure our performance against Moat's viewability and IVT metrics to ensure our ads are valid and viewable.

### Double Verify:

We have DV's fraud blocking technology applied across our whole exchange to ensure that any fraudulent activity is filtered out pre-bid.



## Industry Certification

### TAG - Inventory Quality Guidelines:

When it comes to being TAG certified, Unruly now holds Platinum status. Receiving every possible seal from TAG (CAF, CAM, BSC). We are doing what has to be done to counteract the effects of things like fraud, malware, piracy, and a lack of transparency.

### Want to know more?

Please email our UnrulyShield team at any time to find out more. We geek out on this stuff!  
Contact: [privacy@tremorinternational.com](mailto:privacy@tremorinternational.com)