



## Blis' Brand Safety Policy

Blis is committed to protecting brands against the major issues facing the mobile display market: brand safety, ad fraud, viewability and data fraud. The processes that Blis have implemented to minimise risk to advertisers, and ensure their ads are served in a safe environment, are outlined below.

### 1. Supply Quality Control

#### Global Blacklist

Blis has an extensive global blacklist of thousands of publishers that are deemed to have poor quality or potentially damaging content, poor performance and/or low-quality data. Non-transparent traffic is also blocked. The list is updated continuously using both automated and manual processes:

**Automated:** Moat's Analytics and Blis' internal tools (more info below) are used to detect fraudulent publishers which are subsequently added to the global blacklist. Blis also utilises its direct integration with Integral Ad Science (IAS) to block any publishers with a high, moderate or unknown risk of content and fraud, through pre-bid targeting segments.

**Manual:** Ops & Supply teams review Blis publishers on a daily to weekly basis, blacklisting any that are deemed to pose a brand safety threat to advertisers using the Blis platform.

#### Take Down Policy

In the event that an ad appears on inappropriate content, Blis will blacklist the publisher as soon as notice is received from the client by either phone or email, and/or stop the campaign, until the issue can be fully investigated. If the notice is received outside the business hours of the regional office it is reported to, then it will be blocked on the next working day. Blis will endeavour to fully investigate the cause of the violation and take any necessary actions to prevent it from happening again.

The contractual consequences of not taking down an advert in accordance with our Takedown policy are evaluated and agreed with the client on a case by case basis.

Self Service clients using the Blis platform are able to pause the campaign, add publishers to a blacklist and contact Blis to investigate. Any sites that pose a concern will be blacklisted across the platform.

#### Client whitelists

Blis is willing to work with agencies and advertisers to build whitelists that meet their brand safety standards. Whitelists can be applied at the campaign, advertiser and/or agency level within the platform to give clients full control over implementation.



## Supply Partnerships

Blis only works with trusted SSPs/ad exchanges who offer high-quality inventory and data. Blis works closely with these partners to optimise supply, and address brand safety issues/concerns. Measures taken include:

- Whitelist and blacklists implemented on the SSP's end to ensure undesirable supply never evenreaches the Blis DSP
- Publishers that are identified across IAB categories 24 (uncategorised), 25 (non-standard), 26(illegal) are automatically blocked
- New publishers onboarded by SSPs are submitted to Blis for approval prior to adding them to the existing supply pool
- Preventing blacklisted publishers from re-entering the supply pool by changing their name, ID etc

## PMPs

Blis is working to secure PMPs with premium, trusted publishers to increase access to their inventory. Generally, PMPs are a 'securer' buying method than the Open Marketplace as the one-to-one relationship via the Deal ID is harder for fraudsters to emulate, as such Blis is trying to maximise the potential of this buying channel.

## 2.Third Party Verification

Third party verification is key to a robust brand safety strategy. Blis has partnered with **Moat** and **IAS**, both MRC accredited organisations, to provide measurement of key brand safety metrics across all Blis campaigns, including but not limited to, Viewability, Attention, Invalid Traffic (both standard & sophisticated), Brand Safety and Human Impressions. Moat and IAS are frontrunners in mobile measurement thanks to their progressed SDK integrations so complementary to Blis as a mobile-specialised DSP. MRC have indicated that an SDK solution is the only way to measure in-app content accurately.

Blis also utilises Moat's partnership with **Grapeshot** to measure traffic against their 14 brand safety categories:

Safe  
Unsafe  
Sensitive  
Adult Content  
Arms  
Crime  
Death & Injury  
Illegal Downloads  
Drugs  
Hate Speech  
Military  
Obscenity  
Terrorism  
Tobacco



Through the IAS partnership and pre-bid solution, Blis are able to block any traffic that is associated with the following content categories:

Adult  
Alcohol  
Download Illegal  
Drug  
Hate Speech  
Offensive Language  
Violence

For audience verification, Blis have certified with **Nielsen's DAR solution** to measure the demographic profile of users reached on a campaign-by-campaign basis and check whether it meets the campaign's target. This measurement helps Blis to verify the accuracy of demographic data sent through by publishers and third-party data providers.

Collectively these tools provide Blis with the visibility required to see if Blis' internal policies are delivering, to pro-actively block suspicious activity, and to meet brand safety targets on campaigns.

Blis can also run client-provided tags from all the major third-party trackers, Moat, DFA, DoubleVerify, Nielsen, ComScore & IAS, so that advertisers are able to measure with their preferred vendor of choice.

### 3.In-house Solutions

Blis' 'Smart-Pin' tool identifies and automatically filters out sources of inaccurate location data. The signals it detects are common factors of other kinds of fraudulent activity as well, for example, large volumes of traffic emanating from a single IP address/range or device ID, so this tool provides the first line of protection against fraudulent activity. It also flags sub-standard publishers that are used to inform the Blis global blacklist. There are ten signals that Blis' Smart Pin tool looks for when measuring data accuracy:

Centroid  
Unique  
Bad Publisher Name  
Precision  
Not enough data  
Country Code  
No country  
Greenwich  
Symmetric  
Equator



## 4. Viewability

Delivering viewable campaigns in mobile is a challenge due to limitations with measurement in-app. However, Blis is committed to working with advertisers to achieve their viewability goals, and are working with industry leaders to improve measurement standards within mobile. Blis' partnerships with Moat & IAS are used to optimise towards viewability to achieve advertiser-specific goals. Alongside post-delivery measurement and analytics tools, Blis has also developed a comprehensive pre-bid targeting solution that utilises publisher and ad format score data made available either directly from its partner SSPs, or IAS to ensure media is efficiently delivered in highly viewable environments.

## 5. Certifications with industry regulatory bodies

Blis involvement in a number of industry initiatives is a sign of Blis' commitment to compliance with good brand safety practice as well as promote transparency in the industry.

Blis have been certified by JICWEBS: An EU-based regulatory body that certifies companies' brand safety practice. JICWEBS has approved Blis for the Brand Safety (DTSG) seal and certificate which are published on the JICWEBS website. The **JICWEBS Brand Safety (DTSG) seal** and certificate show compliance with the Good Practice Principles that work towards injecting greater transparency into the UK digital display advertising market. Ultimately, these practices give brands greater confidence that their advertising will reach the right audience and will not be associated with content that could jeopardise brand reputation.

Blis have been **verified by TAG** and approved for listing in the **TAG registry** of known and trusted players in the digital ad ecosystem. Blis are NOW in the process of certifying for the TAG programs: "Verified by TAG" and "Certified Against Fraud".

Blis is part of the **IAB Gold Standard** which is a UK only initiative with three fundamental aims to:

1. Reduce ad fraud
2. Improve the digital advertising experience
3. Increase brand safety

### Contact Us

To contact us with questions about this policy, you may reach us at [brandsafety@blis.com](mailto:brandsafety@blis.com) or in writing as follows, and we will respond to your request within a reasonable time frame:

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ATTN: Compliance Team  
6th Floor  
Aviation House, 125 Kingsway, London, WC2B 6NH, UK

### Changes to this Brand Safety policy

If this policy changes in any way, we will place an updated version on this page. Regularly reviewing this page ensures that you are aware of the processes Blis have implemented to protect advertisers against major issues facing the mobile display market including brand safety, viewability and ad fraud. This Brand Safety Policy was last updated on **17th May 2019**.

