

smart+

**BRAND SAFETY POLICY**

## Introduction

Smart Ad Server's integrated ad server and RTB+ Solution allows you to maintain control over your valuable media assets. We provide you with one robust engine to drive your revenue at any scale. Your ad server is the core of your business. It's your most important strategic asset. It's that much more powerful when it's seamlessly integrated with RTB+ and can handle the monetization and delivery of any kind of ads – display, rich media, video – on any platform – web, mobile web or mobile apps.

## Brand Safety is an integral part of Smart Ad Server

Every day Smart Ad Server is developing new features and tools dedicated to ensure the safe ad exchange which concludes in following these company standards.

*Quality of exchange* – Smart Ad Server is a premium full stack ad technology platform; maintaining high quality performance is our day-to-day business. We assure the best quality of inventory for buyers and desirable ads for our publishers.

*Good partner connections* – as a premium ad server, we cooperate with premium buyers who want to be displayed on the best domains possible.

*Premium publishers* – we only work with the best publishers; inventory quality must be excellent. We don't allow any bad quality domains in our exchange.

## Category Prohibited – Sensitive Category

Smart Ad Server provides safe inventory for advertisers and appropriate adverts for supply partners. To ensure this, the following content categories are strictly prohibited in the exchange:

child/teenage pornography; pirated music, films, software; terrorism, violence, hate, racism; counterfeiting and copyright infringement; peer to peer; illegal weapons; illicit drugs; virus, spyware, phishing, malicious code; parked domains; proxies and redirectors; URL reducers; sex education; weapons, hunting, safety equipment; nudity; sex, pornography, sexual services; aggressive and tasteless content; get paid to surf programs; non-traditional religions, occult, sects; CDN and not definable; unclassified IP; unavailable Site; restricted access site.

This Categories apply both to Ad Quality side and Inventory Quality side.

## Ad Quality

### + Whitelists and Blacklists

Smart Ad Server is applying a blacklist to new advertisers in the exchange to exclude prohibited ads from the traffic. Every new advertiser is manually checked and designated as sensitive or acceptable. The advertiser blacklist contains all ads marked as sensitive since Smart Ad Server's inception.

In addition to the Smart Ad Server global blacklist, clients can create their own blacklist including unwanted categories, ads and other criteria.

### + Automated Tools

Fighting fraud in ad media is hard work. It is best for all involved to work together. In this belief we partner with **Confiant** to keep our clients out of any fraud.

Thanks to these automated tool Smart Ad Server is able to ensure quality traffic on desktop, mobile and in app environment without any fraud ads containing (but not limited to): malicious domains; pop-ups, pop-under; unsafe/malware URL; audio on start-up; forceful redirection.

### + Quality Awareness

Additionally to the simple blocking, we are strongly enforce our partners to improve the quality of ads, by sharing with them information about what prohibited content and malicious creatives we detect, thanks to that both Smart Ad Server and the partner will improve every day.

## Inventory Quality

### + Automated Tools

For the time being, to ensure inventory without any fraud we not only partner with **Fraudlogix** but also we work with **Integral Ad Science** to secure our advertisers by using digital and behavior analysis to exclude any fraud like bot scripts, forged user agent or referrer, spoofed domains malware-generated traffic, non-human traffic and more.

### + Inventory Monitoring

Additionally to automated tools, Smart Ad Server Traffic Quality team is monitoring the inventory in the exchange to secure our partners from any domains, site or publishers form unknow source or already prohibited by the Company in the past.

## Take Down Policy

Smart RTB+ connects supply partners and advertisers. In terms of quality we distinguish two separate takedown policies depending on whether it is advertiser or supply partner.

### + Advertiser Take Down Policy

In the very unlikely event that an unsuitable or inappropriate advertisement runs on one of our supply partners sites, we will work with them to take it down as soon as possible.

Smart Ad Server Take Down Policy are evaluated on a case by case basis. The investigation process might result in blocking the responsible advertiser cross-network or/and monitoring the advertiser or/and contacting with the partner responsible for this kind of advertisement. After and during the investigation Smart Ad Server will enforce advertiser to improve the quality of the ads.

If the inappropriate advertiser offends a given partner more than one time, Smart will decrease internal quality rating of involved advertiser, which means exclusion from part of the traffic. If this advertiser continues sending inappropriate ads, Smart will stop the partnership with him.

### + Supply Partner Take Down Policy

If a supply partner provides inventory containing prohibited content in their sites/domains/referrers, Smart Ad Sever will issue a warning to remove said inventory from the exchange and at the same time block prohibit the content in the ad exchange. If the issue persists, the supply partner's internal quality rating will be downgraded, which leads to exclusion from premium demand side platforms and to contract termination. Smart Ad Server can also terminate a contract due to the severity of the level of fraud by the publisher..

This policy may be updated from time to time by Smart and is effective as of 07/01/2017.