

# Trading transparency

Crimtan believes in total trading transparency and will always use its best endeavours to protect your brand and maximise the value of your online advertising campaigns. To achieve this, we set out here our policies and processes for brand protection, viewability and ad fraud. In addition, we include details of data security for both our advertisers and website users.

As a minimum, and unless agreed otherwise, Crimtan will run Integral Ad Science (in territories that it operates) along with our proprietary blacklist on all campaigns that run outside our proprietary whitelist of brand-safe sites. Additionally, when requested, we agree to deliver specific campaigns according to your instructions when they vary from this, and will remove advertising from any URL upon instructions from the advertiser or their agency.

Signed

Paul Goad  
Founder and CEO, Crimtan



# The IAB Gold Standard

Crimtan is one of the first companies in the UK to have been certified Gold Standard by the IAB (Internet Advertising Bureau UK). The [IAB Gold Standard](#) aims to raise standards in digital advertising and ensure a sustainable future for the industry.

The Gold Standard's aims are to:

1. Reduce ad fraud through the implementation of the [ads.txt initiative](#) on all sites selling digital advertising. This shows who is authorised to sell a specific site's inventory and prevents the selling of spoofed or fake inventory.
2. Improve the digital advertising experience by adhering to the standards set by the [Coalition for Better Advertising](#).
3. Increase brand safety by working with [TAG](#) to ensure that the Display Trading Standards Group (DTSG) [Brand Safety Principles](#) are valuable, applicable and continue to evolve with market expectations.

To gain certification, companies must prove they have complied with the necessary commitments to meet the Gold Standard. They are then entitled to use the colour Gold Standard Certified Badge on their website and marketing materials.

Crimtan has already gone one step further than the Gold Standard requirement by completing an independent audit confirming successful implementation of the TAG [Good Practice Principles for reducing the risk of ad fraud](#).

## About Integral Ad Science

Crimtan is fully integrated at API level with Integral Ad Science. Integral is considered to be one of the most effective content verification tools and is fully accredited by the Media Rating Council for brand safety protection, viewable ad impression measurement and Sophisticated Invalid Traffic detection (ad fraud) for desktop and mobile web traffic. The company has additional accreditations from TAG and The Trustworthy Accountability Group.

## **About Integral Ad Science**

Integral Ad Science rates all inventory available to Crimtan and ensures it is appropriate for your advertising. Wherever possible, we use Integral Ad Science's pre-bid data for safe programmatic buying within RTB exchanges and use its Firewall blocking product along with our proprietary blacklist on all campaigns. Crimtan was one of the first companies to be independently audited for its brand safety policy and receive the TAG Brand Safety Certified seal.

Available ad placement positions are passed or blocked at the individual page level and, unless otherwise requested, campaigns are run using Integral Ad Science's standard Brand safe Firewall Settings. Pages are given an Integral Ad Science Content Rating for each of the following content categories:

- Adult Content
- Alcohol
- Hate Speech
- Offensive language
- Violence
- Illegal Drugs
- Illegal Downloads
- Adware/Malware

If you would like to know more about how Crimtan uses Integral Ad Science to protect your brand online, please let us know and we will be happy to provide it. More information can be found on the [Integral Ad Science site](#).

## **Crimtan's Blacklist Policy**

The Crimtan Blacklist comprises many thousands of domains which Crimtan judges to be unsuitable inventory for advertisers. This has been developed from supplied client blacklists and by using Integral Ad Science technology over many campaigns. This list of URLs is updated continuously and is used by Crimtan on every campaign. Crimtan's blacklist is available for viewing at our London office at any time during office hours, by appointment.

## **Crimtan's Whitelist Policy**

The Crimtan Whitelist comprises over 20,000 domains which have been checked by Integral Ad Science and manually by Crimtan to ensure they only contain content that is suitable for advertisers and will not damage their brand.

## **Advertiser and Agency Blacklists and Whitelist**

Any blacklist or whitelist supplied by an advertiser or their agency will be used in preference to, or can be added to, Crimtan's blacklist or whitelist for use on specified campaigns or for any stated period.

## **Takedown Policy**

In the eventuality of a client's advertisement appearing on a site that the client deems inappropriate, Crimtan will make every effort to take down the advertisement as soon as possible and, if requested, will add that site to our blacklist to be used for any future campaigns for that client.

The contractual consequences of not taking down an ad in accordance with our Takedown Policy are evaluated on a case by case basis.

## **Our Viewability Policy**

Real-time predictive data from Integral Ad Science makes it possible for us to target the most viewable impressions. Pre-bid programmatic buys mean that Crimtan can judge the viewability of ads on PC and mobile devices before placing a bid and, to ensure accuracy, viewability is measured when the ad renders and not when the page loads.

For VPAID-compliant video ads, Integral Ad Science technology measures viewability when the ad is actually playing. Crimtan can also implement viewability tools from other vendors on campaigns at the client's request. More information can be found on the Integral Ad Science site.

## **Our Ad Fraud Prevention Policy**

Crimtan was among the first companies to be independently audited for its ad fraud prevention policy and receive the TAG ANTI AD FRAUD seal.

Integral Ad Science blocks ads from being served on fraudulent web pages and prevents bidding on fraudulent impressions in real time. Big data and session-based signal analysis are used to measure and block fraud across channels, environments and creative formats, ensuring ads are served by real publishers and shown to real humans. Crimtan can also implement anti ad fraud tools from other vendors on campaigns at the client's request. More information is on the Integral Ad Science site.

Crimtan also supports the adoption and implementation of the ADS.txt protocol and has developed a targeting mechanism capable of identifying inventory supplied by publishers who have adopted ADS.txt.

## **Our User Privacy Policy**

Crimtan is dedicated to the highest standards of consumer privacy and is a long-standing, active member of IAB's Data & Privacy group. Our technology and systems were designed to use only a pseudonymous ID to ensure the privacy and protection of all consumer data and to exceed industry best practices and data protection laws.

Crimtan was one of the first companies to gain the EDAA Trust Seal, demonstrating full compliance with the OBA Self-Regulatory Programme and, with the introduction of the GDPR, has gone further to develop its own Consent Management Platform, [consenTag™](#), to gather user consent from visitors to its own, and its clients' sites. To find out more, read our full [Privacy Policy](#).

Crimtan uses first, second and third-party data to reach the most effective audiences and deliver the best campaign results possible for our clients. In achieving this, Crimtan agrees that all campaign performance and user data (including but not limited to cookie level data) is owned by the end client and is only to be used in the service of the end client. Crimtan will not use data collected in the service of one end client to be applied to a different end client.

Crimtan can provide a copy of its full Data Security Agreement, containing guidelines around the security, collection and application of end-client data, upon request.