



Inspire your customers

Brand Safety Policy

## Overview

Ve Global UK Limited is committed to providing outstanding customer service for brand clients and publisher partners and takes brand safety very seriously. The measures we take to ensure brand safety is upheld are detailed within this Brand Safety Policy.

We have undergone an external audit conducted by an independent authority [ABC](#). As a result, we have been accredited with the [EDAA](#) trust seal for our adherence to their online behavioural advertising policies. We are a signatory to the [JICWEBS/DTSG UK Good Practice Principles](#) and we adhere to the Digital Trading Standards Group Good Practice Principles. We also work with Pipcu ([Police Intellectual Property Crime Unit](#)), which provides us with us access to the Infringing Website List.

## VeVerified

At Ve, we have developed our own verification process. All inventory we access goes through a three-stage process including both automated and manual checks, ensuring everything is 'VeVerified'.

Firstly, we only buy advertising space through our demand-side platforms' audited inventory, which undergoes a visual human check for brand safety when it is on-boarded.

Secondly, we have a dedicated analytics and publishing team who constantly review our delivery to ensure that brand safety is upheld. The team analyses all metrics to flag anything suspicious and, in the event that anything is flagged, action is taken to remove or monitor the inventory source.

Finally, we license third party brand safety companies including Integral Ad Science, DoubleVerify and Peer39 to further ensure brand safety at a pre and post bid level. This validates the work we do and ensures that our internal measures are up to date.

## Whitelists and Blacklists

Blacklists are used at placement, website, publisher and seller level. Blacklists assist us to remove unsuitable websites from our inventory pool. We ensure that all of these blacklists are monitored and updated on a regular basis. The exchanges are constantly growing with the addition of new inventory, so we ensure our blacklists are constantly evolving and reacting to such growth.

Additionally, you can provide us with your own blacklists to run across all our activity, or we can run a whitelist of approved sites to guarantee your brand safety.

## Takedown Policy

In the very unlikely event that one of our ads is published on a website that is deemed inappropriate, we will make every reasonable effort to take it down as soon as possible, irrespective of whether it was bought directly or indirectly. All takedown requests received within Ireland business hours (Monday to Friday, 9am to 5.30pm GMT) will be actioned within 1 business day of confirmed receipt.

The contractual consequences of our failure to take reasonable steps to remove an ad from an unsuitable website upon written request are evaluated on a case-by-case basis.

To contact Ve with a takedown request, please email [tom.longstaff@ve.com](mailto:tom.longstaff@ve.com), or telephone [020 3837 8164].