

BRAND SAFETY POLICY

Introduction

Smart'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

Every day Smart is developing new features and tools to ensure the exchange of brand-safe ads that adhere to the highest standards.

Quality of exchange – Smart is a premium full stack ad technology platform; maintaining high quality performance is our day-to-day business. We assure the best quality 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 possible domains.

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 provides safe inventory for advertisers and appropriate advertisements 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 IPs; unavailable sites; restricted access site.

These Categories apply both to the Ad Quality side and Inventory Quality side.

Ad Quality

Whitelists and Blacklists

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

In addition to the Smart global blacklist, clients can create their own blacklist including unwanted categories, ads and other criteria. Partners can also create their own blacklists. These may include domains from specific publishers' inventory or even entire networks.

Automated Tools

Fighting fraud in ad media is hard work. It is best for all involved to work together. To this end, we have partnered with **Confiant** to protect our clients from fraud.

This automated tool allows Smart to ensure quality traffic on desktop, mobile and in-app. We don't have any fraudulent ads containing (but not limited to): malicious domains; pop-ups, pop-unders; unsafe/malware URLs; audio on start-up or forceful redirection.

Quality Awareness

In addition to simple blocking, we also ask our partners to work on improving ad quality. To do so, Smart shares information with advertisers about prohibited content and malicious creatives. Our policy ensures continuous improvement on both ends.

Inventory Quality

Automated Tools

To ensure fraud-free inventory, we have partnered with both **Fraudlogix** and **Integral Ad Science** to protect advertisers through digital and behavior analysis. This ensures that bot scripts, forged user agents or referrers, spoofed domains, malware-generated traffic, non-human traffic and additional fraudulent ads are not served. We may also partner with other quality check tool providers if necessary.

Inventory Monitoring

The Smart Traffic Quality Team monitors automated tools and the inventory in the exchange. We protect partners from domains, sites or publishers coming from unknown sources (or which have been previously banned by Smart).

Take Down Policy

Smart RTB+ connects supply partners and advertisers. We have two separate takedown policies – one for advertisers and one for supply partners.

Advertiser Take Down Policy

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

The Smart Take Down Policy is enforced on a case-by-case basis. The investigation process might result in a cross-network blocking of the responsible advertiser or/and monitoring of the advertiser or/and contacting of the partner responsible. Smart will ensure the advertiser improves ad quality during the investigation and moving forward.

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

Supply Partner Take Down Policy

If a supply partner provides inventory containing prohibited content in their sites/domains/referrers, Smart will issue a warning to remove said inventory from the exchange. It will also, at the same time, block prohibited content on its side. If it happens again, the supply partner's internal quality rating will be downgraded, which leads to exclusion from premium demand-side platforms. Then if the client continues exposing prohibited inventory, the contract will be terminated.

If a supply partner commits a multi-level infraction that strongly impacts our brand or relationships with advertisers, the above process is dismissed and the supply partner will be immediately suspended.

This policy may be updated from time to time by Smart and is effective as of 10 July 2017.