



Brand Safety: How Xaxis Protects Your Ads



We maintain an aggressive brand safety practice to protect the integrity of your ads and to provide contextually safe environments to reach your audiences.

01

Use verification partner tools to identify high risk domains, which are blocked from the Xaxis Whitelist.

02

Perform manual audit, whereby Investments & Partnerships Team reviews extensive brand safety parameters for each domain.

03

Analyze unique user trends to ensure there are no abnormalities in site traffic on each domain.

04

Analyze referral traffic to ensure that domains do not redirect to unfavorable domains that would fail the Xaxis site audit.

The Xaxis Investments & Partnerships Team **manually audits** all domains using the following brand safety parameters. If a domain does not meet the below requirements, it is blocked from the Xaxis Whitelist.

1

Domain creation date is verified using domain registration tool

2

About Us page is clearly labeled and easily accessible

3

Contact Us page has verified mailing address

4

Privacy Notice provides necessary disclosures on user data collection

5

Content is recent, with latest articles updated within last 6 months



Domain passes **manual audit**

6

Ads and content render properly; links click through properly

7

Site does not have **"ad clutter"** (no more than 4 ads per page)

8

Site does not have content that interferes with user navigation

9

Content is reviewed for brand safety

10

Content is categorized by language

Xaxis Site Blocking Measures

Manual: Non-compliant sites are blocked from the Xaxis Whitelist during monthly manual audit.

Automated: Verification partner tools monitor, detect and block non-compliant sites.

The following domain content categories are proactively blocked using Xaxis verification partner technology:

- Adult
- Alcohol
- Gambling Apps
- Hate Speech
- Illegal Downloads
- Illegal Drugs
- Inflammatory News
- Offensive Language
- Pornography
- Racism
- Terrorism
- Violence