UK Good Practice Principles certificate

DTSG UK BRAND SAFETY — JIC|WEBS — VALID TO: abc NOVEMBER 2018

groupm
DIGITAL PROGRAMMATIC SERVICES

Company:	GroupM 26 Red Lion Square London WC1R 4HQ United Kingdom https://www.groupm.com

Business/Brands verified:	GroupM
Service provided:	Advertising Agency
Month of verification:	January 2018

Findings

	Good Practice Principles	Description of compliance with the Principles
1	The Buyers and Sellers of digital display advertising shall ensure that the transaction is one pursuant to either (a) a Primary Agreement or (b) the specific terms and policies within an agreed or signed contract.	Execution plans are used for all buy side clients. These detail the campaign instructions and also include links to the GroupM Terms and Conditions (Ts & Cs) and the Brand Safety Policy. Sellers agree a standard Insertion Order (IO) agreeing to GroupM Ts & Cs for digital display advertising. The IOs include a link to these Ts & Cs.
2	A Primary Agreement, or the specific terms and policies within an agreed or signed contract, should include the Buyers and Sellers' intention as to where the advertising should (or should not) appear. The Buyers and Sellers should select from one or both of the following means to minimise ad misplacement: A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).	The Execution plans that buyers agree include targeting instructions and a link to the GroupM Ts & Cs which subsequently includes a link to the GroupM blacklist. GroupM use an Inappropriate Schedule (GroupM blacklist) on all campaigns. The list is updated regularly. GroupM have their own Appropriate Schedule (whitelist) and they can also apply a client's whitelist if requested. GroupM can also use the "AdSafe Firewall" by Integral Ad Science and "DV Digital Impression Quality – Real Time Ad Blocking" by DoubleVerify Ltd if requested by the client. Both of these CV tools have been independently certified to JICWEBS standards.

groupm
DIGITAL PROGRAMMATIC SERVICES

DTSG
UK BRAND SAFETY

JIC|WEBS

VALID TO:
abc
NOVEMBER 2018

Good Practice Principles	Description of compliance with the Principles
3 Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly. In the absence of specific provisions, then as a minimum, a statement of reasonable endeavours is required.	The GroupM Brand Safety Policy states: "This policy document describes the governance process which GroupM UK follows to minimise the risk of clients' digital advertisements being placed next to content that is not "brand safe" across digital display, video and mobile media channels." The Execution plans for buyers and Insertion Orders for sellers all include the following link to the Brand Safety Policy located on the GroupM website https://www.groupm.com/system/files/GroupMUKBrandSafetyPolicy.pdf
4 Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.	GroupM Brand Safety Policy comprehensively outlines the processes to minimise the risk of ad misplacement. In summary, these processes are as follows: **Site Vetting** GroupM's Brand Safety Policy states: "…Operational procedure - having defined processes to monitor, manually check and vet media owner inventory to ensure it meets GroupM UK's Brand Safety standards" "….Where media is bought directly from publishers, domains are vetted by the GroupM UK Media team." **Appropriate Schedules** "GroupM UK buys digital media inventory where the domain is visible to minimise the risk of our clients' ads being misplaced…..GroupM UK endeavours to buy media directly from publishers…" "Where it is necessary for GroupM UK to buy from exchanges, client campaigns will utilise a whitelist approved by the advertiser client, and at network level GroupM UK will implement the GroupM Global Blacklist." "Where appropriate, and agreed with the client, whitelists will be applied on digital media bought programmatically." **Inappropriate Schedules** "*Brand Safety*: for the purposes of this document, brand safety is achieved by avoiding the placement of ads next to the following 3 types of content: *1. Unlawful Content* Content that contravenes UK law, for example: sexual assault/child abuse content, graphic violence/death, promotion of drugs or illegal criminal activity, intellectual property infringement. *2. Illicit Content* Content that is widely accepted to be inappropriate for any client's brand to be associated with. This includes: nudity, pornography, or explicit sexual conduct, suffering and violence, political or religious content, hate speech.

DTSG UK BRAND SAFETY

JIC|WEBS

VALID TO:
abc
NOVEMBER 2018

groupm
DIGITAL PROGRAMMATIC SERVICES

Good Practice Principles	Description of compliance with the Principles
	3. Unsuitable Content Content environments that do not align with the brand values of a particular client. Brand values will differ from brand to brand e.g. environments appropriate for an alcohol or gambling brand will be different to those for a confectionary brand. " "The GroupM Global Blacklist is a list of website domains deemed inappropriate for our clients. It is compiled using input from the City of London Police, third party content verification partners and clients when they notify us of domains that infringe their intellectual property." **CV Tools** "…Technology – using independent content verification technology to inform at scale the GroupM Global Blacklist and bespoke client and campaign specific blacklists or whitelists to limit or to block or to target the sites where ads appear " GroupM can use the "AdSafe Firewall" by Integral Ad Science and "DV Digital Impression Quality – Real Time Ad Blocking" by DoubleVerify Ltd if requested by the client. Both of these CV tools have been independently certified to JICWEBS standards.
5 Both Buyers and Sellers should understand any contractual consequences should they fail to monitor this process and respond appropriately to ad misplacement via take down.	GroupM's takedown policy is detailed in the Brand Safety Policy on the GroupM website. The policy states: "In the event an advertiser deems the content their ad is displayed against to be inappropriate, we operate a takedown policy to remove delivery across such content within 3 hours of communication. Where external parties are in breach, they are liable to pay compensation to GroupM UK as per GroupM Publisher Terms and Conditions clause 4.3" "For Direct Buys, where necessary, GroupM UK will intervene directly with publishers to remove any activity and impose sanctions for any breach of contractual terms."

Verified by

Company: ABC Ltd
Saxon House,
211 High Street,
Berkhamsted,
Hertfordshire.
HP4 1AD

abc

groupm
DIGITAL PROGRAMMATIC SERVICES

DTSG
UK BRAND SAFETY

JIC|WEBS

VALID TO:
abc
NOVEMBER 2018

Statement of verification provider:	We have reviewed GroupM's policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG Good Practice Principles. Our enquiries were designed to independently confirm that the brand safety policies stated have been implemented and clearly documented where required. Our review did not extend to testing the effectiveness of any processes, procedures or controls for ad misplacement.
	In our opinion, at the time of our review, GroupM had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

About JICWEBS

JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) was created by the UK and Ireland media industry to ensure independent development of standards for measuring performance online and benchmarking best practice for online ad trading.

About Digital Trading Standards Group (DTSG)

The Digital Trading Standards Group (DTSG) is an UK industry body made up of representatives from across the digital display advertising ecosystem, including the buy- and sell-side. The DTSG is comprised of representatives from advertisers, agencies, agency trading desks, demand side platforms, advertising exchanges, sales houses, advertising networks, supply side platforms and publishers.