

UK Good Practice Principles certificate



**PUBLICIS
MEDIA**

Company: Publicis Media
Turnmills
63 Turnmill Street
London
EC1M 5RR
<http://www.publicisgroupe.com/en>

Business/Brands verified:	Publicis Media
Service provided:	Advertising Agency
Month of verification:	January 2017

Findings

Good Practice Principles	Description of compliance with the Principles
<p>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.</p>	<p>Digital display advertising transactions are governed by Publicis Media Insertion Orders (IOs) referencing Publicis Media’s standard Terms and Conditions.</p> <p>Publicis Media also has signed primary agreements with DSP partners.</p>
<p>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.</p> <p>The Buyers and Sellers should select from one or both of the following means to minimise ad misplacement:</p> <p>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</p> <p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p>Publicis Media IOs contain intentions and/or targeting instructions of where advertising should (or should not) appear.</p> <p>Publicis Media has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.</p> <p>Publicis Media has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide Publicis Media with their own blacklist to run against their campaigns.</p> <p>Publicis Media uses the JICWEBS standard certified CV tool AdSafe Firewall by Integral Ad Science in pre-bid blocking/firewall mode on all campaigns unless the client requests not to run them.</p>

Good Practice Principles	Description of compliance with the Principles
<p>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.</p>	<p>Publicis Media confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“Publicis Media utilises the following tools/technologies and processes to ensure ad misplacement is minimised as much as possible:</p> <ol style="list-style-type: none"> 1. Independently verified pre-bid solutions, accredited in accordance with JICWEBS approved principles 2. Appropriate and inappropriate schedules (whitelists and blacklists) 3. 100% transparency on URL’s/Domains/Sub-Domains after delivery” <p>Publicis Media’s Brand Safety Policy is located here: http://www.publicisgroupe.com/en/news/press-releases/publicis-media-dti-brand-safety-policy-en-1</p> <p>Publicis Media communicates the processes and procedures to minimise the risk of ad misplacement via their brand safety policy on their website.</p> <p>Changes or updates to the Brand Safety Policy are communicated to all buyers via email.</p>
<p>4 Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>Publicis Media’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>Site vetting</p> <p>“Publicis Media Verified is our certification process that indicates a partner has been thoroughly vetted and offers the highest level of brand safety, consumer privacy and client data protection available across display, video, mobile and social programmatic media.”</p> <p>“...Websites undergo monthly multi-tier human and technology inspections to confirm adherence to industry safety standards.”</p> <p>Appropriate schedules</p> <p>“Once we have completed the Publicis Media Verified process, we generate a tiered selection of sites (whitelists) that we will run our clients’ advertisements across.....As standard practice we will only use our own Publicis Media Verified whitelist of inventory.”</p>

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	<p>Inappropriate schedules</p> <p>“We do not serve ads to sites with high levels of volatile user generated content as well as sites that contain the following:</p> <ul style="list-style-type: none"> • Nudity • Adult content • Hate speech • Violence • Profanity • Extreme content • File sharing • Drugs • Bizarre content <p>Any sites identified that contain any of the categories above will be blocked and added to the blacklist.”</p> <p>Publicis Media’s Terms and Conditions state in clause 11:</p> <p>“Under no circumstances should our advertising be carried alongside content that is ‘deemed’ to damage the client’s brand. Advertising must not run on (unless specified) the following content:</p> <ul style="list-style-type: none"> • File Sharing • Piracy • Pornographic • Gambling • Violence • Racism • Fraud” <p>“Furthermore, we work with the Federation Against Copyright Theft (FACT) and the London Metropolitan Police Intellectual Crimes Unit’s Infringing Website List (IWL) to supplement the blacklists we generate.”</p> <p>Campaigns are also monitored in their live environment and reports are run regularly to ensure that controls are working effectively in the pre-bid phase.</p>
<p>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.</p>	<p>Publicis Media’s takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“If for any reason a client finds their advertisements in locations deemed inappropriate Publicis Media will ensure these URL’s are removed from the campaign within the hour.”</p> <p>In the event of a client’s advertisement appearing in an environment they deem inappropriate Publicis Media will make all reasonable efforts to remove the placement within an hour of written notification.</p> <p>The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on either the Insertion Order or on a case by case basis with the buyer.</p>

Verified by

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



Statement of verification
provider:

We have reviewed Publicis Media'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, Publicis Media 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.