

DTSG Brand Safety Certificate



Havas Media Group UK
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 London
 N1C 4AG
<https://havasmedia.com/>

Business/Brands Certified:

Havas Media Group UK

Service provided:

Agency

Month of verification:

July 2020

Good Practice Principles

How Havas Media Group UK complies

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.

Digital advertising transactions are governed by Havas media plans which buyers' agree to.

Havas have contracts in place with DSP's for campaigns run through the Havas Programmatic Hub, agreeing to the DSP's Ts & Cs.

Additionally, Havas will sign the IO's of sellers and resellers.

Where advertising is placed within Social Media platforms, Havas accept the platforms' individual Ts & Cs online or agree to the platforms' own IO.

2 A Primary Agreement, or the specific terms and policies within an agreement 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 as 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 Buyers and Sellers pre-delivery).

Havas media plans contain detailed targeting instructions and intentions as to where advertising should appear.

Buyers can run campaigns on the Havas Private Exchange inclusion list (HPX) which is Havas' private marketplace for programmatic campaigns.

Havas also has an exclusion list which is applied to all campaigns running on the open exchange.

Buyers are able to provide their own inclusion or exclusion list to run against their campaign.

<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>Havas confirm that reasonable endeavours will be applied in their Brand Safety Policy which states:</p> <p>“Havas Media Group UK take a zero tolerance approach to the misplacement of ads...The Havas Brand Safety Policy 2020/21 is in place to significantly reduce the risk of the misplacement of Havas Media Group UK clients’ digital media, in order to protect their interests and maximise investment value.”</p> <p>The Havas Brand Safety Policy is located at the following link:</p> <p>https://havasmedia.com/app/uploads/2020/07/brand-safety-2020_v3.pdf</p>
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<p>4 Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.</p>	<p>Havas’ processes applied to minimise the risk of ad misplacement have been summarised as follows:</p> <p>Inclusion & Exclusion Lists</p> <p>Havas work with buyers’ to choose an appropriate inclusion list for their direct campaigns.</p> <p>The HPX inclusion list is available to use for all programmatic PMP campaigns.</p> <p>Havas has an exclusion list which is applied to all campaigns running on the open exchange. This list is manually updated using third party reports and the City of London Police Infringing Website List (IWL).</p> <p>Havas also have a keyword exclusion list which can be used at the buyers’ request.</p> <p>Buyers’ can provide their own domain or keyword exclusion lists.</p> <p>Third Party Tools</p> <p>Havas monitor all campaigns via third parties on an opt-out basis, which means a client needs to actively tell Havas if they don’t want their advertising monitored.</p> <p>The Havas Programmatic Hub work with the client to determine the third party post-bid blocking approach.</p> <p>Additionally, the Havas Programmatic Hub utilise the pre-bid content exclusion options available within the DSP’s.</p> <p>Platforms</p> <p>Havas utilise the targeting capability of social media platforms when running social media campaigns. These campaigns are approved by the client before going live.</p> <p>For YouTube campaigns, Havas will block specific channels within the DSP depending on the clients’ requirements.</p>
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<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>The signatory’s take down policy and procedures must be in place, clearly defined and communicated to each customer, including timeframes for take down of misplaced ads.</p>	<p>Havas’ Take Down Policy is within their Brand Safety Policy which states:</p> <p>“4.1 Havas Media Group UK have a strict take down policy. This policy is forms part of the ‘Havas Media Group Incident Channel Policy’ (HICP) – the general policy for Paid Media.</p> <p>4.2 Havas Media Group UK commitment to clients to address any misplacement of ads – SLAs are agreed with all parties prior to the commencement of media to ensure any actions required can be addressed in the shortest timeframe available – within a maximum of 24 hours from notification of request.</p>
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	<p>4.3 Media owner responsible for the error will confirm in writing that the affected item has been removed/paused.</p> <p>4.4 Havas Media Group UK will review terms and conditions to determine whether the media owner is in breach of agreed terms.</p> <p>4.5 Havas Media Group UK will work with the client in regarding any specific actions in relation to the event and take necessary actions with the media owner.”</p> <p>The contractual consequences of not taking down an ad in accordance with this takedown policy are evaluated on a case by case basis.</p>

<p>6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>	<p>Havas have internal procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>
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<p>7 Are there any other brand safety measures which you undertake which you might want to inform the market about, for which documentation can be provided, and which can be independently verified or audited?</p>	<p>All applicable Brand Safety policies and controls are addressed above.</p>
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Statement of verification provider:

We have reviewed Havas Media Group UK’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, Havas Media Group UK had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

ABC Ltd
 Saxon House
 211 High Street
 Berkhamsted
 Hertfordshire
 HP4 1AD

About JICWEBS

JICWEBS (Joint Industry Committee for Web Standards) defines best practice and standards for digital ad trading in the UK and our mission is to deliver recognized trust and transparency to the market. JICWEBS is made up of the following trade bodies: Association of Online Publishers (AOP), Internet Advertising Bureau (IAB) UK, ISBA – the voice of British advertisers – and the Institute of Practitioners in Advertising (IPA).

About Digital Trading Standards Group (DTSG)

The Digital Trading Standards (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 from side platforms and publishers.