

# DTSG Brand Safety Certificate



Havas Media Group  
 The HKX Building  
 3 Pancras Square  
 London  
 N1C 4AG  
<http://www.havasmedia.com/>

**Business/Brands Certified:**  
 Havas agencies including Arena  
 Havas trading desk Affiperf

**Service provided:**  
 Agency

**Month of verification:**  
 January 2019

## Good Practice Principles

## How Havas Media 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.

Buyers agree to a media plan.  
 Havas Media issue their Media Insertion Order (IO's) and the Media Digital Trading Terms & Conditions (Ts&Cs) to Publishers and DSPs

**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).

The Havas Media media plan specifies the targeting instructions.  
 Buyers can select sites from an appropriate schedule (whitelist) of Havas Media's vetted and approved sites.  
 Havas Media has a global inappropriate schedule (blacklist) which is applied to all campaigns and will also run inappropriate schedules (blacklists) supplied by advertisers if requested.

**3** Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly.

Havas Media confirm that reasonable endeavours will be applied in their Brand Safety Policy which states:  
 "Havas take a zero tolerance approach to the misplacement of ads...The Havas Brand Safety Policy is in place to significantly reduce the risk of the misplacement of Havas clients' digital media in order to protect their interests and maximise investment value."  
 The Havas Media Brand Safety Policy is located at the following link:  
[http://havaskx.com/static/documents/Havas\\_Brand\\_Safety\\_Policy\\_2017.pdf](http://havaskx.com/static/documents/Havas_Brand_Safety_Policy_2017.pdf)  
 The Havas Media Brand Safety Policy is communicated to all buyers during the booking process.

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Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.

The Havas Media Brand Safety Policy states:

#### **Vetting**

“Suppliers of media are vetted under a strict, independent process to ensure the best practice and quality are upheld ...to protect our clients.

Havas will carry out 3rd party authentication of all media by a JICWEBS certified verification tool/s, and any incremental solutions including Havas’s Media Quality Barometer.”

Havas Media review the published brand safety policies of social media platforms, used for Socialyse campaigns, to review whether these comply with Havas policies to an acceptable level. Due to technical ability of the platforms there are some exceptions.

#### **Appropriate / Inappropriate Schedules**

“Havas operate across 4 different approaches to ad quality in order to service our clients. This enables clients to be confident that their programmatic and direct campaigns have a sufficient and consistent level of safety and quality as a minimum...

Havas have high minimum standards for when buying quality programmatic ads which consist of both a pre and post bid approach. This is applied to all programmatic campaigns by default, requiring no client action. Global & Local Blacklists...Contextual e.g. Death, Drugs, Crime, Firearms, Mature, Profanity and Hate speech, Disasters, Alcohol, Gambling, Accidents, War and Terror, 3rd party pre-bid segment exclusions (‘Moderate to high risk’), Adult, Alcohol, Drugs, Hate speech, Illegal Downloads, Offensive Language, Violence....

Where required, Havas will create and supply a blacklist and / or whitelist which comprises of specific environments that Havas do not / only wish clients advertising to appear against...

Havas ensure that before any site is added to a blacklist or whitelist it is manually checked by either a trader or buying team member. This is to ensure that the environment is brand safe and fits the campaign brief...”

#### **CV Tools**

“Where media buys must be acquired and executed in a traditional direct approach, Havas follow a direct evaluation procedure that includes a ‘Media Owner Suitability Assessment’. Domains are vetted and whitelisted, contractual agreements will be signed that verify media placement, verification standards and technologies being deployed. Unless a client opts out, for all campaigns ensure that a JICWEBS approved 3rd party vendor is used to track and monitor relevant media quality metrics including but not exclusive to Brand Safety... Where required, Havas will supply a whitelist and / or blacklist which comprises of environments that Havas do not wish clients advertising to appear against...”

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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.

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.

The Havas Media Brand Safety policy states:

“HMG have a strict take down policy. This policy is forms part of the ‘Havas Incident Channel Policy’ (HICP) – the general Havas policy for Paid Media.

## Good Practice Principles

## How Havas Media complies

Havas 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 and are available upon request

Media owner responsible for the error will confirm in writing that the effected item has been removed/paused.

Havas will review terms and conditions to determine whether the media owner is in breach of agreed terms.

Havas will work with the client in regarding any specific actions in relation to the event and take necessary actions with the media owner. “

The contractual consequences of not taking down an ad in accordance with this takedown policy are evaluated on a case by case basis.

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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?

## Statement of verification provider:

We have reviewed Havas Media Limited'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 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.