

# UK Good Practice Principles certificate



Company: Auto Trader Limited  
 4th Floor  
 1 Tony Wilson Place  
 Manchester  
 M15 4FN  
<https://www.autotrader.co.uk/>

Business/Brands verified:	Auto Trader
Service provided:	Media Owner, Sales House
Month of verification:	December 2017

## Findings

Good Practice Principles	Description of compliance with the Principles
<p><b>1</b> 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 advertising transactions are governed by Auto Trader Insertion Orders, referencing their Digital Display Terms and Conditions or buyers Insertion Orders, referencing the buyers Terms and Conditions.</p> <p>The Auto Trader Digital Display Terms and Conditions are available to view here:  <a href="http://advertising.autotrader.co.uk/uploads/resources/autotrader-display-advertising-terms.pdf">http://advertising.autotrader.co.uk/uploads/resources/autotrader-display-advertising-terms.pdf</a></p> <p>Auto Trader additionally have agreements with self-serve buy side partners.</p> <p>Where Auto Trader buy offsite, there is a signed agreement with an SSP.</p>
<p><b>2</b> 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>Auto Trader and buyer Insertion Orders contain intentions of where advertising should (or should not) appear.</p> <p>Onsite              All ads are served on autotrader.co.uk, therefore there is an appropriate schedule.</p> <p>Offsite              Auto Trader has an appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.</p> <p>Auto Trader has an inappropriate schedule (blacklist) which is run across all campaigns.</p>

Good Practice Principles	Description of compliance with the Principles
<p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p>Self-serve buyers can only buy advertising onsite.</p>
<p><b>3</b> 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>Auto Trader confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>"Auto Trader ... takes advertiser brand safety very seriously. In order to achieve that and minimize the risk of misplaced ads we have strict internal policies that we adhere to for all campaigns we manage."</p> <p>The Brand Safety Policy is available to view here:  <a href="https://www.autotrader.co.uk/documents/AT_Ad_Spec_Guidelines.pdf">https://www.autotrader.co.uk/documents/AT_Ad_Spec_Guidelines.pdf</a></p> <p>The Brand Safety Policy is located within the Auto Trader Ad Specs document. This has been emailed to buyers.</p>
<p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>Auto Traders Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>"Ads placed onsite are placed in a high quality, brand safe environment for advertisers with no user generated content or any non-automotive video content.</p> <p>Ads may be placed alongside Trade / Private sellers classified adverts. These adverts have been vetted by our in house team and sellers agree to our terms and conditions found here:  <a href="https://selling.autotrader.co.uk/terms-and-conditions">https://selling.autotrader.co.uk/terms-and-conditions</a></p> <p>Ads placed on third party sites operate against white and black lists and all third party sites are verified before use. For all campaigns run offsite we use contextual software for brand safety on a pre-bid basis (Not JICWEBS Certified software)... Additionally, Auto Trader only work with DTSG Certified companies when buying advertising offsite."</p>
<p><b>5</b> 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>Auto Trader's takedown policy is included in their Brand Safety Policy and states:</p> <p>"In the unfortunate event that an ad is displayed on content that is considered inappropriate, Auto Trader will remove this advert within no more than 24 Hours. Upon raising this issue our campaign management team will work directly with the buyers to remove any activity deemed in breach of contractual obligations."</p> <p>The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on the Insertion Order.</p>

## Verified by

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



Statement of verification  
provider:

We have reviewed Auto Trader'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, Auto Trader 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.