

DTSG Brand Safety Certificate



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

Business/Brands Certified:

Auto Trader

Service provided:

Publisher / Content Creator

Month of verification:

March 2019

Good Practice Principles

How Auto Trader 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 Auto Trader Insertion Orders, referencing their Digital Display Terms and Conditions or buyers Insertion Orders, referencing the buyers Terms and Conditions.

Auto Trader additionally have agreements with programmatic buy side partners.

Where Auto Trader buy offsite, there is a signed agreement with an SSP.

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.

Auto Trader and buyer Insertion Orders contain intentions of where advertising should (or should not) appear.

Onsite campaigns:

All ads are served on Auto Trader's owned & operated site therefore there is an appropriate schedule.

Offsite campaigns:

Auto Trader has an appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.

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).

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

Auto Trader confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

"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."

Good Practice Principles

How Auto Trader complies

The Brand Safety Policy is available to view here:

https://www.autotrader.co.uk/documents/AT_Ad_Spec_Guide_lines.pdf

The Brand Safety Policy is located within the Auto Trader Ad Specs document. This has been emailed to buyers.

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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.

Auto Traders Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

“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.

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:

<https://selling.autotrader.co.uk/terms-and-conditions>

Ads booked to run on third party sites operate against a strict white list and all third party sites are verified before use. For all campaigns run offsite we use contextual verification 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.”

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.

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.

Auto Trader’s takedown policy is included in their Brand Safety Policy and states:

“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.”

The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on the Insertion Order.

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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 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.

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.