

# DTSG Brand Safety Certificate



Conde Nast Publications Ltd,  
Vogue House,  
Hanover Square,  
W1S 1JU  
<https://www.condenast.co.uk/>

**Business/Brands Certified:**

Conde Nast

**Service provided:**

Publisher / Content Creator

**Month of verification:**

July 2019

## Good Practice Principles

## How Conde Nast 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 that sign the Conde Nast insertion order (IO) agree to the Advertisers Terms & Conditions; a link to which is located on the IO:  
<https://www.condenast.co.uk/terms/>

Conde Nast also agree to other buyers IOs and Terms and Conditions.

Conde Nast have agreements with SSPs and an Ad Exchange and agree to the Terms and Conditions of the SSPs and Ad Exchange.

**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.

Conde Nast owned and operated sites and selected social media platforms constitute the available appropriate schedule. No adverts are place on third party sites.

The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:

The Conde Nast IO details the targeting instructions, for example if specific brands or platforms wish to be targeted or not included in the campaign.

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

Buyers that do not use the Conde Nast IO have their own IOs which make reference to targeting instructions.

B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

Buyers can provide Conde Nast with their own inappropriate schedule to run against their campaigns.

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

Conde Nast confirm the specific provisions applied to minimise the risk of ad misplacement in its Brand Safety Policy.

The Conde Nast Brand Safety Policy forms part of the Advertiser Terms and Conditions which can be found here (under Section 15 Brand Safety Policy):

<https://www.condenast.co.uk/terms/>

The Advertiser Terms/Brand Safety Policy is included on Conde Nast insertion orders.

4

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

The Conde Nast Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

'Condé Nast values our advertisers and takes brand safety very seriously.

In order to achieve this and minimise the risk of misplaced ads we have strict internal policies that we adhere to for all campaigns we manage.

All digital advertising campaigns are managed by our in-house Ad-Operations team using the latest technology and verification techniques and served through Google DoubleClick for Publishers, our ad server.

All ads placed on our sites:

vogue.co.uk, gq-magazine.co.uk, glamourmagazine.co.uk, wired.co.uk, cntraveller.com, houseandgarden.co.uk, tatler.com, arstechnica.com, vanityfair.com, thelovemagazine.co.uk. are placed in a high quality, brand safe editorial environment for advertisers with no user generated content.

No ads are placed on third party sites.

Condé Nast partners with third party technologies including Google Double Click, Rubicon and Teads to deliver efficient ad serving.'

Conde Nast can apply site level blacklists through their SSPs and ad exchange and manually review all ads.

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.

The Conde Nast takedown policy is included under Section 14: 'Brand Safety Policy' section of the Advertiser Terms located on their website and states:

'In the unfortunate event that an advert is displayed on content the advertiser considers inappropriate, Condé Nast will remove this advert within no more than 24 hours.

Upon raising this issue our Ad Operations team will remove any activity deemed in breach of our contractual obligations.

Furthermore, Section 12 'Disclaimer of Warranty and Limitation of Liability', states:

'In no event shall Condé Nast or its licensors, vendors, suppliers, service providers, and their respective officers, directors, members, employees, sub-contractors, agents, and representatives, be liable for direct, indirect, special, consequential or punitive damages arising from your use of the Service, the internet or for any other claim related in any way to your use of the Service, including for viruses alleged to have been obtained from the Service, your use of or reliance on the Service or any of the information or materials available on the Service, regardless of the type of claim or the nature of the cause of action, even if advised of the possibility of such damages. Because some jurisdictions do not allow the exclusion or the limitation of liability for consequential or incidental damages, in such jurisdictions, liability shall be limited to the full extent permitted by law.'

**6** 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 Conde Nast’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, Conde Nast 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.