

DTSG Brand Safety Certificate



Dazn Media
 12 Hammersmith Grove
 London
 W6 7AP
<https://media.dazn.com/en/>

Business/Brands Certified:

Dazn Media

Service provided:

Publisher / Content Creator, Reseller

Month of verification:

July 2019

Good Practice Principles

How Dazn 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.

Digital advertising transactions are governed by Dazn Media's Insertion Orders (IO's), referencing Dazn Media's standard Terms and Conditions (Ts&Cs).

Dazn Media also works with buyers who raise their own IO's and other primary agreements, to which the buyers' Ts&Cs are agreed.

Sellers agree the Dazn Media Appointment as Advertising Sales Agent Agreement or the ePlayer Agreement which contain Dazn Media's Ts&Cs.

Sellers can also provide their own agreement with their own Ts&Cs.

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).

Dazn Media IO's and buyers' IO's contain intentions of where advertising should (or should not) appear.

Dazn Media has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.

The Dazn Media Brand Safety Policy contains a blacklist policy based on generic categories of inappropriate content.

Dazn Media can also implement buyers' own whitelists or blacklists 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.

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

“DAZN Group is committed to providing outstanding customer service and brand safety for our clients and publisher partners in respect of the digital platforms we operate. We aim to provide complete transparency over how brands appear around site content and to adhere to brand and category block lists to minimise the risk of ad misplacement.”

The Brand Safety Policy is located at the following link:

<https://media.dazn.com/en/brand-safety-policy/>

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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.

Dazn Media’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

“We will run our own sold campaigns across our network of brand safe premium sites in conjunction with campaigns delivered via leading Real Time Bidding providers from both the open and Private Marketplaces. For all direct campaigns we work from both white and, where applicable, black lists as specified by the buyer. DAZN Group internal blacklist policy criteria (see below) and any blacklist or whitelist requested by the publisher will be processed into any 3rd party systems that we work with. Promptly following any reasonable request, we will remove advertising from any site in accordance with instructions from the publisher or their authorised agency in accordance with the Takedown Policy.

Our Brand Protection Policy

Blacklist policy

DAZN Group operates a blacklist policy based on generic categories including but not limited to the following:

- Hate speech
- Offensive language
- Violence
- Illegal drugs
- Illegal downloads
- Adware/Malware
- Adult/Pornography”

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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.

Dazn Media’s Takedown Policy is in their Brand Safety Policy on their website and states:

“In the event of an advertisement appearing on a website, Mobile App or Mobile site that the client deems inappropriate or unsuitable, DAZN Group will make every effort to take down the advertisement within 2 hours, if sufficient detail is provided i.e. Advertiser, Brand, Campaign, Click URL, Format, Screenshot and ideally HAR file or Charles log.

Good Practice Principles

How Dazn Media complies

Ad Misplacement Notification

Any incidents of Ad Misplacement identified by Agencies, Advertisers or Publishers can be notified to Account Management or through our main office on 0203 372 0856. We would be grateful if you could provide as much information as possible including the date, time Website on which you saw the Ad along with the Brand that was being advertised and the reason why you believe it was misplaced. Ideally a screengrab of the ad code will enable us to isolate and remove the ad faster.

The contractual consequences of not taking reasonable steps to remove an ad from a publication on written request are evaluated and agreed with the buyer 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 Dazn Media'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, Dazn Media 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.