

UK Good Practice Principles certificate



FINANCIAL
TIMES

Company: Financial Times Ltd
One Southwark Bridge,
London,
SE1 9HL
<https://www.ft.com/>

Business/Brands verified:	Financial Times Ltd
Service provided:	Media Owner, Sales House
Month of verification:	January 2018

Findings

Good Practice Principles	Description of compliance with the Principles
<p>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.</p>	<p>Digital advertising transactions are governed by Financial Times (FT) Insertion Orders and FT Advertising Incentive Agreements, both referencing the FT standard Terms and Conditions.</p> <p>FT's standard Terms and Conditions are available to view here: http://fttoolkit.co.uk/d/terms_and_conditions.php</p> <p>FT also has a signed primary agreement with an advertising exchange for the buying and selling of digital advertising.</p>
<p>2 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> <ul style="list-style-type: none"> 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 Buyer and Seller pre-delivery). 	<p>FT and buyers insertion orders contain intentions of where advertising should (or should not) appear.</p> <p>FT has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns both on the FT sites and offsite.</p> <p>FT has an inappropriate schedule (blacklist) which is run across all offsite campaigns.</p> <p>Buyers can also provide FT with their own blacklist to run against their campaigns.</p> <p>Remnant inventory sold via FT's chosen exchange may only purchase FT (onsite) inventory.</p>

Good Practice Principles	Description of compliance with the Principles
<p>3 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>FT confirms the specific provisions applied to minimise the risk of ad misplacement in their Commercial Charter which states:</p> <p>“Our commercial charter sets out the standards we will uphold when we deal with our advertising partners. It clearly explains how we will transact and the level of service you can expect from us.</p> <p>By publishing this we wanted to explain what we believe is fair and to demonstrate that we will operate in a transparent and open fashion. ”</p> <p>The FT Commercial Charter is available to view here: http://www.fttoolkit.co.uk/d/our-pledge-to-clients/</p> <p>Changes or updates to the Commercial Charter are communicated to all buyers through email.</p>
<p>4 Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>FT’s Commercial Charter explains the processes applied to minimise ad misplacement as follows:</p> <p>Offsite</p> <p>“When we buy off-site inventory on behalf of our clients we operate to the very highest standards to ensure their advertising is only seen in appropriate contexts. This includes:</p> <ul style="list-style-type: none"> • FT-created blacklists • Google DoubleClick Bid Manager content ratings - excludes inventory based on the suggested viewer maturity • Google DoubleClick Bid Manager sensitive category exclusions - excludes inventory aligned to content which is sensitive or controversial (e.g. gambling, weapons, tragedies) • Integral Ad Science brand safety filter [non-JICWEBS certified] excludes sites categorised by Integral Ad Science as sensitive <p>Additionally, advertisers are able to supply custom blacklists of sites to exclude from their campaign.</p> <p>Where scale permits, we use whitelists to optimise campaigns towards premium sites.</p> <p>When we buy advertising on behalf of our clients we make available full reporting, as provided by Google DoubleClick Bid Manager, showing the sites on which campaigns have run.”</p> <p>Onsite</p> <p>“For campaigns running on FT properties:</p> <p>We have members of staff specifically tasked with monitoring for stories which are inappropriate advertising contexts (e.g. disasters), whether in print or online. If in doubt, we exclude these stories until we have spoken with the advertiser.</p> <p>Using semantic targeting technology we offer topic exclusions for advertisers who may not wish to be seen against certain content.”</p>

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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.	<p>FT's takedown policy is included in their Commercial Charter on their website and states:</p> <p>"We will respond to all enquiries within one working day, both from existing and new clients."</p> <p>The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on either the Insertion Order or on a case by case basis with the buyer.</p>

Verified by

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



Statement of verification provider:	<p>We have reviewed Financial Times Ltd'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.</p> <p>In our opinion, at the time of our review, Financial Times had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.</p>
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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.