

# DTSG Brand Safety Certificate



Financial Times Ltd  
Bracken House  
1 Friday Street  
London  
EC4M 9BT  
<https://www.ft.com/>

Business/Brands Certified:  
Financial Times owned & operated  
websites and the FT App

Service provided:  
Publisher / Content Creator

Month of verification:  
February 2020

## Good Practice Principles

## How Financial Times 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 Financial Times Ltd (FT) Insertion Orders and FT Sponsorship Term Sheets, both referencing the FT advertising Terms & Conditions.

FT's standard Terms & Conditions are available to view here:

[https://fttoolkit.co.uk/d/terms\\_and\\_conditions.php](https://fttoolkit.co.uk/d/terms_and_conditions.php)

FT can also sign buyers' Insertion Orders which include the buyers' Terms & Conditions.

FT has a signed primary agreement with an advertising exchange for the selling of digital advertising.

**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).

FT agreements and buyers' IO's contain advertising intentions.

FT has a global appropriate schedule of FT owned & operated sites and apps from which buyers can select to run against their campaigns.

FT implement ADmantX (JICWEBS Certified\*) on article pages run on FT.com and money-media.com, allowing buyers to target campaigns positively and negatively.

*\*IAS has acquired ADmantX which is in the process of integrating with IAS.*

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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.

FT confirms the specific provisions applied to minimise the risk of ad misplacement in their Commercial Charter which states:

“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.

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.”

The FT Commercial Charter is available to view here: <http://www.fttoolkit.co.uk/d/our-pledge-to-clients/>

The Commercial Charter is communicated to buyers via email in the direct campaign booking process.

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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.

FT’s Commercial Charter explains the processes applied to minimise ad misplacement as follows:

“We have members of staff specifically tasked with monitoring for stories which are inappropriate advertising contexts (e.g. disasters)...If in doubt, we exclude these stories until we have spoken with the advertiser.”

FT also use semantic targeting technology ADMantX (JICWEBS Certified) on article pages within FT.com and money-media.com to offer topic exclusions for advertisers who may not wish to be seen against certain content. Through this, buyers can provide FT with their own keyword blocklists to run against their campaigns or positively target specific content.

FT have a quality assurance process in place for direct ads which are internally approved before being served.

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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.

FT’s Takedown Policy is included in their Commercial Charter and states:

“9.1 If as an advertising client you wish to have your adverts taken down, in circumstances where they have been published in an inappropriate environment, we will action this within one working day following a request being logged with your Account Manager.

9.2 The consequences of any adverts removed under section 9.1 will be determined in accordance with the FT’s Terms and Conditions, as agreed on either the Insertion Order or on a case by case basis with the buyer.”

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The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

FT have a process in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

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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?

All FT editorial staff are obliged to comply with the FT Editorial Code of Practice which involves compliance with IPSO's Editors' Code of Practice. The FT Editorial Code can be found here:

<https://aboutus.ft.com/en-gb/ft-editorial-code/>

### Statement of verification provider:

We have reviewed Financial Times 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, Financial Times 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.