

# UK Good Practice Principles certificate



Company: Global  
 30 Leicester Square,  
 London,  
 WD2H 7LA  
<http://www.global.com/>

Business/Brands verified:	Digital Audio Exchange (DAX) and Global Owned and Operated
Service provided:	Advertising Exchange, Media Owner
Month of verification:	April 2018

## Findings

Good Practice Principles	Description of compliance with the Principles
<p><b>1</b> 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 Global’s insertion orders, referencing Global’s standard Terms and Conditions.</p> <p>Global’s standard Terms and Conditions are available to view here: <a href="http://www.global.com/sales/terms-and-conditions/">http://www.global.com/sales/terms-and-conditions/</a></p> <p>The exception to the above are buyers, whose IO’s or Master Service Agreements reference the individual buyer’s Terms and Conditions which govern their digital advertising transactions.</p> <p>Global also has signed Advertising Sales Agreements with Publishers and Sales Houses.</p>
<p><b>2</b> 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"> <li>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</li> <li>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</li> </ul>	<p>Global and buyers insertion orders contain targeting instructions of where advertising should (or should not) appear.</p> <p>Global has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.</p> <p>Buyers can also provide Global with their own blacklist to run against their campaigns.</p>

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<p><b>3</b> 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>Global confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“Global will make reasonable endeavours to minimise the risk of ad misplacement across its own properties and DAX (Digital Audio Exchange).”</p> <p>The Brand Safety Policy is available to view here: <a href="http://thisisdax.com/brand-safety-policy/">http://thisisdax.com/brand-safety-policy/</a></p>
<p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>Global’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p><b>“APPROPRIATE/ INAPPROPRIATE SCHEDULES</b></p> <p>Global manually vets and categorises all 3rd party partners before acceptance to DAX to ensure their content is appropriate for our advertisers. We maintain comprehensive publisher whitelists that are updated on a monthly basis. The whitelist is subject to spot-checking to ensure that quality is maintained.</p> <p>We also adhere to specific blacklists, as specified by buyers, and monitor where ads are delivered via a combination of in-house and 3rd party tools.</p> <p>Additionally, across our owned and operated properties, we have in-house tools that are used to flag and exclude inappropriate content from carrying advertising.</p> <p><b>PROHIBITED CONTENT</b></p> <p>The below listed content categories are prohibited across Global and DAX where adverts are served.</p> <ul style="list-style-type: none"> <li>• Adult</li> <li>• Profanity</li> <li>• Offensive Language</li> <li>• Hate Speech</li> <li>• Unlicensed music content”</li> </ul> <p>Global additionally have a separate Brand Safety Process specifically for Podcasts which follows a 3 stage process:</p> <ul style="list-style-type: none"> <li>• “When submitting content to a Podcast platform, the Podcast Producer must categorise their content as explicit if it contains any contentious material.</li> <li>• Our Podcast Partners then have content teams who check content before it goes live on their platform and approve whether it is eligible for ads.</li> <li>• The DAX team conduct spot checks on the podcasts that are included in each category and receive whitelists of the content from each platform. This is an additional check to remove any content deemed unsuitable.”</li> </ul>



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<p><b>5</b> 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>	<p>Global's takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“In the event that an advertiser deems an ad placement to be inappropriate and therefore wishes for the campaign to be removed, clients should contact their sales representative. The campaign can be paused whilst relevant investigation takes place. Global will action such requests within 24 hours. Global operates a weekly ‘on-call’ rota and out-of-hours escalation process to cover the eventuality of such situations taking place outside normal business hours.”</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



<p>Statement of verification provider:</p>	<p>We have reviewed Global’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, Global 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.