

DTSG Brand Safety Certificate



Global Media Entertainment Ltd
 30 Leicester Square
 London
 WC2H 7LA

Business/Brands Certified:

Global

Service provided:

Reseller / Publisher/Content Creator

Month of verification:

April 2020

Good Practice Principles

How Global 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 Global's Insertion Orders (IO) or Commercial Agreements referencing Global's Commercial Terms & Conditions (Ts & Cs).

Global's full list of Ts and Cs are available to view here:
<https://www.global.com/sales/terms-and-conditions/>

Buyers can also provide their own IO referencing their Ts & Cs.

Additionally, Global have agreements with programmatic partners to facilitate programmatic buying of display & video inventory.

Global has signed Advertising Sales Agreements with sellers.

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.

Global agreements and buyers IO's contain advertising intentions.

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

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

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

Sellers can also provide Global with their own blacklist to be applied against their inventory.

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

3	<p>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”.</p> <p>The Brand Safety Policy is available to view here: http://thisisdax.com/brand-safety-policy/</p>
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4	<p>Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.</p>	<p>Global’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“APPROPRIATE/ INAPPROPRIATE SCHEDULES</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...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>Global have an internal policy to restrict the types of ad that appear on their owned and operated properties.</p> <p>Third party sellers provide blacklists of categories or advertisers to block from appearing against their content.</p> <p>“PROHIBITED CONTENT</p> <p>The below listed content categories are prohibited across Global and DAX where adverts are served.</p> <ul style="list-style-type: none"> • Adult • Profanity • Offensive Language • Hate Speech • Unlicensed music content” <p>“DAX PODCASTS</p> <p>When submitting content to a Podcast platform, the Podcast Producer must categorise their content as explicit if it contains any contentious material.</p> <p>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.</p> <p>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.”</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.

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.

Global's takedown policy is included in their Brand Safety Policy on their website and states:

"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."

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.

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

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

7 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 applicable brand safety measures are addressed above.

Statement of verification provider:

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.

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.

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.