

UK Good Practice Principles certificate



Company: GroupM
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 London
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 United Kingdom
<https://www.groupm.com/>

Business/Brands verified:	GroupM Supply Market Place, Programmatic Services and Minfluencer. (GroupM agencies are not included in this verification).
Service provided:	Agency
Month of verification:	November 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 Execution Plans or Campaign Briefs. The Execution Plans include links to the GroupM Publisher Terms and Conditions (Ts & Cs) and the Brand Safety Policy.</p> <p>Sellers agree a standard Insertion Order (IO) agreeing to GroupM Ts & Cs for digital advertising. The IOs reference the Ts & Cs.</p> <p>GroupM also have agreements with technology providers under either their own or seller's Ts & Cs.</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>The Execution Plans and Campaign Briefs include the buyers intention as to where the advertising should (or should not) appear.</p> <p>GroupM has a global inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>GroupM also has an inappropriate schedule (blacklist) for controversial news which is optional for clients to use.</p> <p>GroupM has a global appropriate schedule (whitelist) which is available for clients to select sites from.</p> <p>Additionally the GroupM Supply Marketplace gives buyers access to a private marketplace of sites (whitelist).</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>GroupM confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“This policy document describes the governance process which GroupM UK follows to minimise the risk of clients’ digital advertisements being placed next to content that is not “brand safe” across digital display, video and mobile media channels.”</p> <p>GroupM communicates their Brand Safety Policy on their website which is available at the following link: https://groupm-assets.s3.us-east-2.amazonaws.com/s3fs-public/GroupM%20UK%20Brand%20Safety%20Policy.pdf</p> <p>This link is also included in the Execution Plans, IOs and the GroupM Ts & Cs.</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>GroupM’s Brand Safety Policy outlines the processes to minimise the risk of ad misplacement. In summary, these processes are as follows:</p> <p>Site Vetting</p> <p>GroupM’s Brand Safety Policy states:</p> <p>“...Operational procedure - having defined processes to monitor, manually check and vet media owner inventory to ensure it meets GroupM UK’s Brand Safety standards”</p> <p>“...Where media is bought directly from publishers, domains are vetted by the GroupM UK Media team through a 32-step process”</p> <p>Appropriate Schedules</p> <p>“GroupM UK buys digital media inventory where the domain is visible to minimise the risk of our clients’ ads being misplaced.....GroupM UK endeavours to buy media directly from publishers...”</p> <p>“Where it is necessary for GroupM UK to buy from exchanges, client campaigns will utilise a whitelist approved by the advertiser client, and at network level GroupM UK will implement the GroupM Global Blacklist.”</p> <p>“Where appropriate, and agreed with the client, whitelists will be applied on digital media bought programmatically.”</p> <p>Inappropriate Schedules</p> <p>“Brand Safety: for the purposes of this document, brand safety is achieved by avoiding the placement of ads next to the following 3 types of content:</p> <p><i>1. Unlawful Content</i></p> <p>Content that contravenes UK law, for example: sexual assault/child abuse content, graphic violence/death, promotion of drugs or illegal criminal activity, intellectual property infringement.</p>

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	<p>2. Illicit Content Content that is widely accepted to be inappropriate for any client’s brand to be associated with. This includes: nudity, pornography, or explicit sexual conduct, suffering and violence, political or religious content, hate speech.</p> <p>3. Unsuitable Content Content environments that do not align with the brand values of a particular client. Brand values will differ from brand to brand e.g. environments appropriate for an alcohol or gambling brand will be different to those for a confectionary brand. “ “The GroupM Global Blacklist is a list of website domains deemed inappropriate for our clients. It is compiled using input from the City of London Police, third party content verification partners and clients when they notify us of domains that infringe their intellectual property.”</p> <p>CV Tools “...Technology – using independent content verification technology to inform at scale the GroupM Global Blacklist and bespoke client and campaign specific blacklists or whitelists to limit or to block or to target the sites where ads appear “ All buys within the GroupM Supply Marketplace are monitored using Integral Ad Science monitoring tool (non-JICWEBS Certified). For buys outside of the GroupM Supply Marketplace CV Tools are used at the client’s discretion. GroupM also uses CV Tools to build a proprietary monitoring technology and dashboard across all campaigns (non-JICWEBS Certified).</p>
<p>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>	<p>GroupM’s takedown policy is detailed in the Brand Safety Policy.</p> <p>The policy states: “In the event an advertiser deems the content their ad is displayed against to be inappropriate, we operate a takedown policy to remove delivery across such content within 3 hours of communication. Where external parties are in breach, they are liable to pay compensation to GroupM UK as per GroupM Publisher Terms and Conditions clause 4.3” “For Direct Buys, where necessary, GroupM UK will intervene directly with publishers to remove any activity and impose sanctions for any breach of contractual terms.”</p>
<p>6 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?</p>	<p>GroupM UK provides brand safety internal training.</p>

Verified by

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Statement of verification provider:

We have reviewed GroupM’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, GroupM had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

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.