

DTSG Brand Safety Certificate



GroupM
 26 Red Lion Square
 London
 WC1R 4HQ
 United Kingdom
<https://www.groupm.com/>

Business/Brands Certified:
 GroupM Supply Market Place,
 Programmatic Services and INCA.
 (GroupM agencies are not included in
 this verification)

Service provided:
 Agency

Month of verification:
 November 2019

Good Practice Principles

How GroupM 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 Execution Plans or Campaign Briefs. The Execution Plans include links to the GroupM Publisher Terms and Conditions (Ts & Cs) and the Brand Safety Policy.

Sellers agree a standard Insertion Order (IO) agreeing to GroupM Ts & Cs for digital advertising. The IO's reference the Ts & Cs.

GroupM also have direct contracts with Publishers which can include either the Publishers' Ts & Cs or negotiated Ts & Cs.

Additionally, GroupM have agreements in place with technology providers to facilitate programmatic buying.

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 Execution Plans and Campaign Briefs include the buyers 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:

GroupM has a mandatory exclusion list which is run across all campaigns. GroupM also have additional high risk and medium risk exclusions lists which are optional for clients to use, depending on their requirements.

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

The GroupM Supply Marketplace offers buyers a whitelist from which they can select sites to run on.

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

Buyers are also able to provide their own blacklist or whitelist to run against their campaign.

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.

GroupM confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

"We believe that our clients should invest in digital advertising which is...served in an appropriate editorial environment, underpinned by independent industry certification and 3rd party verification..."

"This policy document describes the governance processes which GroupM UK uses to: • minimise the risk of clients' advertisements being placed next to content that is not contextually brand safe..."

GroupM's Brand Safety Policy is available at the following link:

<https://groupm-assets.s3.us-east-2.amazonaws.com/s3fs-public/GroupM%20UK%20Brand%20Safety%20Policy.pdf>

This link is also included in the Execution Plans, IO's and the GroupM Ts & Cs.

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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.

GroupM's Brand Safety Policy outlines the processes to minimise the risk of ad misplacement. In summary, these processes are as follows:

Vetting

Where media is bought directly from publishers, GroupM use "a 32-step process to vet any media partner before engaging in a direct trading relationship".

Influencers are also vetted through a selection process for INCA campaigns to ensure they are suitable for the brand. Influencers must apply for a campaign and the client has to accept the offer of content creation.

Appropriate Schedules

"GroupM UK buys digital media inventory where the domain is visible to minimise the risk of our clients' ads being misplaced in inappropriate...environments.

GroupM UK endeavours to buy media directly from publishers..."

"Where it is necessary for GroupM UK to buy from exchanges, whitelists will be applied and may be further customised in line with client requirements..."

Regardless of the buying method, GroupM are "able to implement general or bespoke client whitelists."

Inappropriate Schedules

GroupM UK applies the GroupM Mandatory Exclusion List by default. The list is curated via independent verification technology and by using input from the City of London Police.

GroupM offers three exclusion lists for the different tiers of risk to clients. These have been split as follows:

- Mandatory Exclusion List (applied as default)
- High Risk Exclusion List (recommended to clients)
- Medium Risk Exclusion List (used at clients' discretion)

Good Practice Principles

How GroupM complies

Technology

"GroupM UK can work with any independent verification technology, required by the client, for the purpose of monitoring and/or pre – or post-bid blocking.

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 utilises CV Tools to build a proprietary monitoring technology and dashboard across all campaigns (non-JICWEBS Certified).

GroupM have partnered with Open Slate as an optional measure for clients to target campaigns set up on YouTube towards content deemed suitable.

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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.

The GroupM Take Down Policy is detailed in the Brand Safety Policy and 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 as per the GroupM UK publisher terms and conditions..."

The INCA Take Down timeframe is detailed separately within the Influencer Rules which an influencer must agree to in order to apply for a campaign. These rules state:

"If we ask you to take your Content down for any reason you must do so as soon as reasonably practicable and in any event within twenty four (24) hours of receiving our request."

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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.

GroupM have internal procedures 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?

GroupM UK provides brand safety internal training.

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.

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.