

UK Good Practice Principles certificate



Company: Haymarket
 Bridge House
 69 London Road
 Twickenham
 TW1 3SP
<http://www.haymarket.com/>

Business/Brands verified:	Haymarket
Service provided:	Publisher / Content Creator
Month of verification:	October 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>Buyers that sign the Haymarket insertion order (IO) agree to the Advertisers Terms & Conditions; a link to which is located on the IO: http://www.haymarket.com/terms-and-conditions</p> <p>Haymarket also agree to other buyers IOs and Terms and Conditions.</p> <p>Haymarket have agreements with Ad Exchanges and SSP's and agree to their Terms and Conditions.</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>Haymarket owned and operated sites constitute the available appropriate schedule.</p> <p>The Haymarket IO details the targeting instructions, for example if specific brands or platforms wish to be targeted or not included in the campaign.</p> <p>Buyers that do not use the Haymarket IO have their own IOs which make reference to targeting instructions.</p> <p>Buyers can provide Haymarket with their own inappropriate schedule to run against their campaigns.</p>

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<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>Haymarket confirm the specific provisions applied to minimise the risk of ad misplacement both in its Advertiser T's & C's and Brand Safety Policy.</p> <p>The Haymarket Brand Safety Policy is communicated to all buyers directly via email.</p> <p>A link to the Advertiser Terms & Conditions is included on Haymarket insertion orders.</p> <p>On request, Haymarket can supply the brand safety policy via an appropriate file sharing website.</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>The Haymarket Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“Haymarket Automotive takes brand safety seriously and this charter sets out the standards that we hold ourselves accountable to, with respect to digital advertising.</p> <p>White Listing</p> <p>Haymarket operates a white listing policy to ad placement as standard. Site content is well defined and is deemed safe for advertising.</p> <p>Advertising is accepted to run on Haymarket Automotive properties with clear intentions of where advertising should or should not appear.</p> <p>All advertising is set to run on Haymarket named properties:</p> <p>Whatcar.com Autocar.co.uk Pistonheads.com</p> <p>Advertisers may choose selected pages, sections of sites, content types or audience segments within those named sites.</p> <p>Black Listing</p> <p>Whilst the content we produce is high quality and safe for advertising, occasional articles might conflict with the marketing requirements for individual campaigns. We can therefore adhere to specific blacklisting of Haymarket content as supplied by our advertisers which can be managed through negative contextual targeting of specific articles, pages or content types.</p> <p>Whilst we are confident that we can manage specific blacklisting of content through the above measures, we can support client’s occasional use of Ad Blocking technology for agreed keyword blocking on a case by case basis. This must be mutually agreed in advance of the campaign going live.</p> <p>User Generated Content</p> <p>Advertising may appear alongside Trade or Private sellers automotive adverts. These ads are auto-vetted and/or approved by our in house team before going live.</p>

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	<p>Pistonheads.com contains user generated forum content. The forums are moderated by internal and external users and to ensure forums remain a safe environment for our users and advertisers, posters must abide by the following Posting Rules:</p> <p>https://www.pistonheads.com/gassing/rules.asp Failure to do so will result in removal of the post and potentially the user.</p> <p>Advertisers can opt not to run advertising within Forums, and where appropriate Haymarket Automotive Campaign Managers will exclude Forums from the advertising campaigns as a precautionary measure.”</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>The Haymarket takedown policy is included within the Brand Safety Policy communicated to buyers via email and states:</p> <p>“In the event that an advert appears against content that a client deems inappropriate, the client should first contact their Account Manager. Alternative contacts are the client’s nominated Client Services Executive, Campaign Manager or Head of Ad Operations.</p> <p>All requests received within normal UK business hours (Monday-Friday 9.30am-Friday 5.30pm) will be actioned within 1 working day, with best endeavours to be actioned immediately.</p> <p>Outside of UK business hours, Haymarket Automotive will use best endeavours to react to urgent take down requests. The contractual consequences of not taking down an advertisement in accordance with our take down policy are agreed with the buyer on a case by case basis.”</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>	

Verified by

Company: ABC Ltd
 Saxon House,
 211 High Street,
 Berkhamsted,
 Hertfordshire.
 HP4 1AD



Statement of verification provider:

We have reviewed Haymarket’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, Haymarket 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.