

# UK Good Practice Principles certificate



Company: House of Hearst,  
30 Panton Street,  
London,  
SW1Y 4AJ  
www.hearst.com

Business/Brands verified:	Hearst
Service provided:	Publisher / Content Creator
Month of verification:	July 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>Buyers that sign the Hearst insertion order (IO) agree to the Advertisers Terms &amp; Conditions; a link to which is located on the IO: <a href="https://www.hearst.co.uk/advertiser-terms">https://www.hearst.co.uk/advertiser-terms</a></p> <p>Hearst also agree to other buyers IOs and Terms and Conditions.</p> <p>Hearst has an agreement with an Ad Exchange and agree to the Terms and Conditions of the Ad Exchange.</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>Hearst owned and operated sites and selected social media platforms constitute the available appropriate schedule.</p> <p>The Hearst 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 Hearst IO have their own IOs which make reference to targeting instructions.</p> <p>Buyers can provide Hearst with their own inappropriate schedule to run against their campaigns.</p>

Good Practice Principles	Description of compliance with the Principles
<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>Hearst confirm the specific provisions applied to minimise the risk of ad misplacement in its Brand Safety Policy.</p> <p>The Hearst Brand Safety Policy forms part of the Advertiser terms and Conditions which can be found here (under 'Brand Safety'): <a href="https://www.hearst.co.uk/advertiser-terms">https://www.hearst.co.uk/advertiser-terms</a></p> <p>A link to the Advertiser Terms/Brand Safety Policy is included on Hearst insertion orders.</p> <p>On request, Hearst communicate the brand safety policy by email including a link to its location online.</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>The Hearst Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>"If the Advertiser requires specific exclusion of the Advertisement from certain content or has a keyword exclusion list, these requirements must be raised at the time of booking the campaign and agreed by the Publisher. The Publisher shall, at its discretion, use 3rd party brand safety blocking tools to prevent misplacement of the Advertisement."</p> <p>Comscore Proximic (non-JICWEBS verified) can be implemented if requested by the buyer, for pre-bid content blocking.</p>
<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>The Hearst takedown policy is included under 'Brand Safety' section of the Advertiser Terms located on their website and states:</p> <p>"In the event of misplacement, the relevant Sales Manager for the Advertiser should be contacted and the Advertisement can be paused on the request of the Advertiser.</p> <p>The Publisher will endeavour to respond to all take down requests within 24 hours during business hours (9.30am-5.30pm weekdays)."</p> <p>The Hearst Advertiser Terms located on their website also state the following in relation to ad misplacement:</p> <p>"The Publisher will exercise reasonable care and skill in the handling and publishing of the Advertisement but where the Advertisement is not published in the manner specified in the Contract, whether through any failure or negligent act or omission on the part of the Publisher or any third party, the Publisher's maximum liability to the Advertiser shall be limited (at the option of the Publisher) to either:</p> <p>(a) publishing the Advertisement (or a replacement Advertisement if provided by the Advertiser) as soon as is reasonably practicable in the period following the period during which the Advertisement was scheduled to run; or</p> <p>(b) refund to the Advertiser the amount of any payment made for the Advertisement concerned."</p>

Good Practice Principles	Description of compliance with the Principles
<b>6</b> 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?	

### Verified by

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



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