

# DTSG Brand Safety Certificate



Hearst UK  
 House of Hearst,  
 30 Panton Street,  
 London,  
 SW1Y 4AJ  
[www.hearst.co.uk](http://www.hearst.co.uk)

**Business/Brands Certified:**

Hearst UK

**Service provided:**

Publisher / Content Creator

**Month of verification:**

August 2019

## Good Practice Principles

## How Hearst UK 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.

Buyers that sign the Hearst insertion order (IO) agree to the Advertisers Terms & Conditions; a link to which is located on the IO: <https://www.hearst.co.uk/advertiser-terms>

Hearst also agree to other buyers IOs and Terms and Conditions.

Hearst has an agreement with an Ad Exchange and agree to the Terms and Conditions of the Ad Exchange.

**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.

Hearst insertion orders contain targeting instructions of where advertising should (or should not) appear, for example if specific brands or platforms of their Owned & Operated sites wish to be targeted or not included in the campaign.

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

Buyers that do not use the Hearst IO have their own IOs which make reference to targeting instructions.

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

Hearst also have a whitelist of third party sites that host their content which advertisers can choose to run specific ad formats on.

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

**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.

Hearst confirm the specific provisions applied to minimise the risk of ad misplacement in its Brand Safety Policy.

The Hearst Brand Safety Policy forms part of the Advertiser terms and Conditions which can be found here (under 'Brand Safety'): <https://www.hearst.co.uk/advertiser-terms>

A link to the Advertiser Terms/Brand Safety Policy is included on Hearst insertion orders.

On request, Hearst communicate the brand safety policy by email including a link to its location online.

4 Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.

The Hearst Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:  
 “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.”

Comscore Proximic can be implemented if requested by the buyer, for pre-delivery content blocking. Proximic is part of the Comscore vCE suite of tools which are JICWEBS accredited.

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.

The Hearst takedown policy is included under ‘Brand Safety’ section of the Advertiser Terms located on their website and states:

“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.

The Publisher will endeavour to respond to all take down requests within 24 hours during business hours (9.30am-5.30pm weekdays) or any such shorter periods as agreed in writing on a case by case basis. ”

Consequences of ad misplacement are specified in the Hearst advertiser terms.

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

Hearst maintain internal documentation on how to record details of any complaints received, respond to these and ensure JICWEBS are appropriately informed of developments.

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?

**Statement of verification provider:**

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.

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.

---

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.