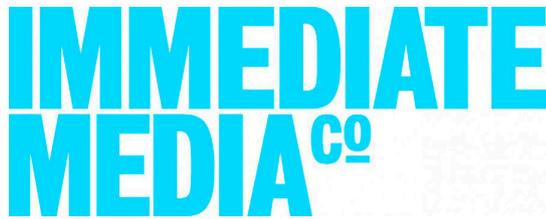


UK Good Practice Principles certificate



Company: Immediate Media Company
 Vineyard House
 44 Brook Green
 Hammersmith
 London
 W6 7BT
 United Kingdom
<http://www.immediate.co.uk/>

Business/Brands verified:	Immediate Media Company
Service provided:	Publisher / Content Creator
Month of verification:	September 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 Immediate insertion order (IO) agree to the Advertiser Terms & Conditions on the Immediate booking confirmation site: https://policies.immediate.co.uk/advertising-terms-and-conditions/digital-advertising-standard-terms-and-conditions</p> <p>Immediate also agree to other buyers/agencies IOs and Terms and Conditions.</p> <p>Immediate also has agreements with SSPs and an Ad Exchange.</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>Immediate owned and operated sites constitute the available appropriate schedule.</p> <p>The Immediate 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 Immediate IO have their own IOs which make reference to targeting instructions.</p> <p>Buyers can provide Immediate with their own inappropriate schedule to run against their campaigns.</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>Immediate confirm the specific provisions applied to minimise the risk of ad misplacement in its Brand Safety Guidelines.</p> <p>The Immediate Brand Safety Guidelines forms part of the Advertiser Terms and Conditions which can be found on the Immediate booking confirmation site.</p> <p>https://policies.immediate.co.uk/advertising-terms-and-conditions/brand-safety-guidelines/</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 Immediate Brand Safety Guidelines explain the processes applied to minimise ad misplacement as follows:</p> <ul style="list-style-type: none"> • Using blacklists to block certain prohibited content. Advertisers and agencies can also submit specific blacklists to exclude certain sites from their campaigns. • Using semantic targeting technology to exclude certain topics or keywords if an advertiser does not wish to be seen against certain content. • Using whitelists (if possible) to optimise campaigns towards premium sites. • Using our editorial expertise to monitor (and if necessary, exclude) stories which may be inappropriate advertising settings. • Ensuring ads or linked sites do not contain material that is obscene, blasphemous, defamatory, infringe third party rights, or which otherwise might bring our brands into disrepute.
<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 Immediate Brand Safety Guidelines state:</p> <p>“In the rare event that an ad is displayed on content that is considered inappropriate, we will remove this ad within 24 hours of us becoming aware, and work with our technology partners to ensure this does not happen again”.</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 Immediate Media Company’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, Immediate Media Company 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.