

# DTSG Brand Safety Certificate



Immediate Media Company  
 Vineyard House  
 44 Brook Green  
 Hammersmith  
 London  
 W6 7BT  
[www.immediate.co.uk](http://www.immediate.co.uk)

Business/Brands Certified:  
 Immediate Media

Service provided:  
 Publisher / Content Creator

Month of verification:  
 September 2019

## Good Practice Principles

## How Immediate Media 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 Immediate Media insertion orders (IOs) 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>  
 Immediate also agree to other buyers/agencies IOs and terms & conditions.  
 Additionally, Immediate has agreements with SSPs and Ad Exchanges.

**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 Buyers and Sellers should select from one or both of the following means to minimise as misplacement:  
 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 Buyers and Sellers pre-delivery).

The Immediate IO details the targeting instructions, for example if specific brands or platforms wish to be targeted or not included in the campaign.  
 Buyers own IOs also make reference to targeting instructions.  
 Immediate has a global appropriate schedule of owned and operated sites from which buyers can select to run against their campaigns.

**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.

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

## Good Practice Principles

## How Immediate Media complies

The Immediate Brand Safety Guidelines form part of the Advertiser Terms and Conditions which can be found on the Immediate booking confirmation site.

<https://policies.immediate.co.uk/advertising-terms-and-conditions/brand-safety-guidelines/>

<p>4 Sellers should be able to explain the process(es) that form the basis of specific provision 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"><li>• 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.</li><li>• Using blacklists to block certain prohibited content. Advertisers and agencies can also submit specific blacklists to exclude certain sites from their campaigns.</li><li>• Using semantic targeting technology to exclude certain topics or keywords if an advertiser does not wish to be seen against certain content.</li><li>• Using whitelists (if possible) to optimise campaigns towards premium sites.</li><li>• Using our editorial expertise to monitor (and if necessary, exclude) stories which may be inappropriate advertising settings."</li></ul>
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<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 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.</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>The consequences of any ad misplacement will be agreed on a case by case basis.</p>
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<p>6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>	<p>Immediate Media have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaints Monitoring Procedure.</p>
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<p>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?</p>	
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## Statement of verification provider:

We have reviewed Immediate Media'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 had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

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JICWEBS Standard:



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Verified by:



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Address:

ABC  
Saxon House  
211 High Street  
Berkhamsted  
Hertfordshire  
HP4 1AD

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### 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.