

UK Good Practice Principles certificate

DTSG UK BRAND SAFETY	JIC WEBS	VALID TO:
		MAY 2019



Company: Express Newspapers
 (for www.express.co.uk and www.dailystar.co.uk) and
 (for www.ok.co.uk) (together “the Company”)
 Northern & Shell Building
 Number 10 Lower Thames Street
 London
 EC3R 6EN
www.express.co.uk; www.dailystar.co.uk; and www.ok.co.uk

Business/Brands verified:	Daily Express, Daily Star and OK!
Service provided:	Media Owner
Month of verification:	April 2018

Findings

Good Practice Principles	Description of compliance with the Principles
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>Advertising on the Company’s websites is governed by the Company’s standard terms and conditions or via specifically negotiated contracts with third parties. The Terms and Conditions can be found here: http://www.nandsplus.co.uk/ad-specs/advertising-ts-cs</p> <p>The company only serves digital advertisements on company owned and operated sites. Purchasers may not purchase inventory for pass-back without the express prior approval of the Publisher.</p> <p>Negotiated contracts with third parties (Demand Side Platforms and Exchanges) contain provisions around brand safety and the content of the Company’s websites.</p> <p>The Company adheres to the Editors’ Code of Practice, which sets the framework for the highest professional editorial standards in the UK.</p>

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<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> <p>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</p> <p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p>The company only serves digital advertisements on company owned and operated sites. During the negotiation of a Primary Agreement, the intention as to where the advertising appears may be discussed. The Company tags articles and videos against which advertising should not be placed as noted in the Primary Agreements. The Company’s brand safety approach includes the implementation of a negative keyword list within line items setup of its ad server.</p> <p>Advertisers/agencies may apply their own blacklists at the campaign level. These lists are updated as necessary during the campaign.</p>
<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>The Company’s Terms and Conditions specify provisions to buyers to minimise the risk of ad misplacement: http://www.nandsplus.co.uk/ad-specs/advertising-ts-cs</p> <p>In addition, the Company has an internal brand safety policy which is circulated to all relevant departments. Procedures followed include:</p> <ul style="list-style-type: none"> • All properties adhere to the Editors’ Code of Practice which sets the framework for the highest professional editorial standards in the UK. • Any content which their 2,500 contributors judge to be sensitive or sexually explicit in any way, The Company has a strict policy of anti-targeting any advertising against. • The Company implements a negative keyword list within line items set up within the ad server, DFP. The digital commercial team invites, from time to time, certain clients and agencies to provide their own custom keyword lists. Any user content which The Company’s contributors judge to be sensitive or contradictory to their brand safety policies, The Company has implemented strict internal user comment policies to minimise the risk to advertisers.
<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 Company only serves digital advertisements on company owned and operated sites. Digital pass backs are explicitly prohibited in the Terms and Conditions.</p> <p>The Company also uses blacklists. These contain keywords which are considered inappropriate. The lists are updated regularly and each campaign is run against the most up-to-date list. The Company monitors inappropriate advertising content on an ongoing basis to mitigate the risk of ad misplacement. Where an advertiser specifically asks for further keyword entries based on current news stories, staff are tasked to update.</p>

Good Practice Principles	Description of compliance with the Principles
	<p>The Company has introduced a set of procedures to minimise the risk of user comments being against their brand safety policies, including:</p> <ul style="list-style-type: none"> • A flagging system that ensures comments marked as inappropriate by users are quickly investigated, removed and the user immediately banned if posting racist, inflammatory or offensive material. • A zero-tolerance policy (life bans, with no right of appeal) for all abusive, racist and offensive posters. • Replaced the subtle 'red flag' reporting system with a much more prominent 'Report This Comment' option on every post. • Auto-blocked more than 350 keywords (including swearwords and racist terminology) to deter offensive posters. • Made technical changes to ensure The Company gathers the maximum possible data on all posters, whether native or social users. • Taken steps to replace our commenting platform with a more responsive technical solution, to speed up effective post-moderation. • Appointed a social media moderator to raise community standards (and delete/ban offensive posts/posters) on Facebook/Twitter.
<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>Contractual consequences are defined in section 6 of The Company's Advertiser Terms and Conditions. http://www.nandsplus.co.uk/ad-specs/advertising-ts-cs</p> <p>The Express Newspapers' take down policy (internal brand safety policy document) states:</p> <p><i>"Once a discovery or allegation of ad misplacement has been made, the procedure is to check that the keyword targeting has been included on the article. If the discovery/allegation has exposed the article to not include the keyword targeting, The Company immediately raise this with our digital editing team who will take the responsibility to implement this with urgency. The Company commits to being co-operative in the investigation and resolution of any issue and to remove the ad from their platforms.</i></p> <p><i>In the event of a sensitive news story reported on that may affect advertising campaigns running or flagged by our clients as potentially harmful for their campaigns, The Company aims to pause or remove the line items from their ad server as soon as possible, this can be completed within a matter of minutes if the issue arises during working hours."</i></p>

Verified by

Company: BPA Worldwide
20 Jerusalem Passage
London
EC1V 4JP
www.bpaww.com



Statement of verification provider:

We have reviewed **Express Newspapers** policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG UK Good Practice Principles. Our examination was 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, **Express Newspapers** had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK 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.