

UK Good Practice Principles certificate



PUBLICIS MEDIA

Company: Publicis Media
 Turnmills
 63 Turnmill Street
 London
 EC1M 5RR
<http://www.publicisgroupe.com/en>

Business/Brands verified:	Publicis Media agencies: Starcom, Zenith, Spark, Blue449 Precision, the programmatic buying investment arm of Publicis Media
Service provided:	Agency
Month of verification:	December 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>Digital advertising transactions are governed by Publicis Media Insertion Orders (IOs) referencing Publicis Media's standard Terms and Conditions.</p> <p>Publicis Media also has signed primary agreements with DSP partners and SSP's.</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>Publicis Media IOs contain intentions and/or targeting instructions of where advertising should (or should not) appear.</p> <p>Publicis Media has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.</p> <p>Publicis Media has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide Publicis Media agencies with their own blacklist 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>Publicis Media confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“Publicis Media utilises the following tools/technologies and processes intended to ensure ad misplacement is minimised when served through the technology platforms:</p> <ol style="list-style-type: none"> 1. Independently verified pre-bid solutions, accredited in accordance with JICWEBS approved principles 2. Excluded Inventory Sources 3. Approved post-bid firewall solutions 4. Appropriate levels of transparency on URL’s/Domains/Sub-Domains after delivery 5. Terms and conditions with technology and publisher vendors requiring the vendor to perform quality inventory assessments based on agency and client instructions (e.g. verify ad impressions, frequency caps, video specs, NHT, viewability, pre-bid tools). ” <p>Publicis Media’s Brand Safety Policy is publicly available on their website located at: https://www.publicisgroupe.com/en/news/press-releases/publicis-media-uk-programmatic-brand-safety-protocols</p> <p>Changes or updates to the Brand Safety Policy are communicated to all buyers via email.</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>Publicis Media’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>Site vetting</p> <p>“Publicis Groupe Verified is our certification process that indicates a vendor has met what we believe to be industry leading standards for brand safety, consumer privacy and client data protection across display, video, mobile and social programmatic media.”</p> <p>“As part of the Verified process, ad servers, data providers, DSPs, inventory partners and brand safety vendors undergo a multi-pronged evaluation and platform performance test (where applicable).”</p> <p>“We endeavour to buy only non-blind, vetted URLs. Before we even begin to buy from ad exchanges or supply sources we request that they deliver to us every URL that they hold within their business.</p> <p>Our automated URL vetting is conducted by a third party technology called Grapeshot. (Non JICWEBS approved tool). The combination of manual and automated processes is necessary as an automated solution cannot spot every offending URL.”</p>

Good Practice Principles

Description of compliance with the Principles

“As part of its dedication to equipping Publicis Groupe agencies with safe, high performing, innovative technology solutions, Publicis Media continues to re-evaluate vendors even after the initial verification process is complete. This creates incentive for vendors to enhance and/or improve upon their offerings to meet the evolving demands of agencies and clients.”

Appropriate schedules

“In some cases where there are specific client or campaign requirements, we will take the manually curated list of sites which a client has deemed acceptable, and upload this to the programmatic platform and run campaigns against only those domains while still benefitting from pre-bid solutions. Publicis Media has a global verified whitelist which client whitelists can be referenced against before use.”

Inappropriate schedules

“Blacklisting is an effective tool for brand safety. It filters out the identified unsafe environments..... Applying category blocking and negative keywords can help reduce this risk.

Our process is designed to avoid ads being served to sites with high levels of volatile user generated content as well as sites that contain the following:

- Nudity
- Adult content
- Hate speech
- Violence
- Profanity
- Extreme content
- Illegal file sharing
- Illegal drugs
- Bizarre content
- Immaturity
- Click farms
- Parked domains

Any sites identified that contain any of the identified categories above will be added to the blacklist.”

“Furthermore, we work with the Federation Against Copyright Theft (FACT) and the London Metropolitan Police Intellectual Crimes Unit’s Infringing Website List (IWL) to supplement the blacklists we generate.”

“Clients can also provide Publicis Media with their own blacklist.”

“Category blocking is available on all programmatic platforms used by Publicis Media. This allows for brand safety protections to be set at an account or campaign level, generally against a number of potential categories (e.g., Violence, Drugs & Alcohol, Adult/Mature content, Politics, Language, Extremism, Illegal Streaming, etc.).....”

Good Practice Principles	Description of compliance with the Principles
	<p>CV Tools</p> <p>“Integral Ad Science, DoubleVerify and Moat (Non JICWEBS approved tools), can also integrate with buying platforms at a pre-bid level. Ensuring that we only bid on impressions that have previously been judged safe..... through the historical data available to them from every bid request that they see.</p> <p>These external vendors are independent of the platforms and publishers used. They see the full volume of bid requests which allows them to accurately build a picture of the safe and unsafe inventory available.”</p>
<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>Publicis Media’s takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“If a client finds their advertisements in locations deemed inappropriate Publicis Media will take steps to ensure these URLs are removed as quickly as possible (e.g., we would request the publisher or technology vendor remove the offending ads within an hour of receiving notice). As this is a real-time programmatic buy the instant the URL is discovered and added to the Publicis Media blacklist all advertisements after this point will not be served on that site until it is removed from the blacklist.</p> <p>The process of finding the URL within reports can generally take up to an hour but the application of the URL to the blacklist is instantaneous and ensures no further ads are placed on the site.”</p> <p>The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on either the Insertion Order or on a case by case basis with the buyer.</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 Publicis 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, Publicis Media 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.