

UK Good Practice Principles certificate



Company: TI Media
 2nd Floor
 51 – 53 Great Marlborough Street
 London
 W1F 7JT
<https://www.ti-media.com/>
<http://collectiveuk.com/>

Business/Brands verified:	TI Media
Service provided:	Publisher / Content Creator, Reseller
Month of verification:	November 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>Collective</p> <p>Collective has agreed Insertion Orders (IOs) with their buy side agencies and advertisers. Collective IO's reference Collective terms and conditions. Each IO includes or references the buyers' Terms and Conditions (Ts and Cs) for digital advertising.</p> <p>Collective has exclusive and non-exclusive agreements with publisher partners who sign the agreement or the Collective Europe IO which is accompanied by IAB Ts and Cs.</p> <p>Additionally, Collective have signed agreements with DSPs and Exchanges.</p> <p>TI Media Digital Brands</p> <p>TI Media has agreed IOs with agencies and advertisers which reference both TI Media UK's Advertising Terms & Conditions and Commercial Content Terms and Conditions:</p> <p>https://www.ti-media.com/wp-content/uploads/2014/07/Advertising-terms-and-conditions-August-2018.pdf</p> <p>http://www.timeincuk.com/wp-content/uploads/2016/09/PDF_Final_Commercial-Content-Ts-Cs.pdf</p>

Good Practice Principles	Description of compliance with the Principles
	<p>TI Media has Private Marketplace agreements in place with advertisers. TI Media also has agreements with DSPs, SSPs and Exchanges.</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> <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>Collective</p> <p>Collective IOs specify details of targeting instructions which are agreed pre-delivery of any campaign.</p> <p>Collective implement an inappropriate schedule to each campaign and can implement client whitelists (appropriate schedule) or client blacklists (inappropriate schedule) to minimise ad misplacement.</p> <p>TI Media Digital Brands</p> <p>TI Media IOs contain links to their Ts and Cs. These specify details of where advertising should not appear.</p> <p>TI Media work with their own whitelist of owned and operated sites and ads are not served to websites outside these sites.</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>Collective</p> <p>Collective has published its Brand Safety statement on its website, http://collectiveuk.com/brand-safety/ and this includes the following statement:</p> <p>"Our policies and procedures provide complete transparency about how we protect advertisers’ brands online and how we minimise ad misplacement in accordance with the JICWEBS DTSG Good Practice Principles."</p> <p>TI Media Brands</p> <p>TI Media’s Brand Safety Policy is included in their UK Advertising Terms and Conditions here. It states:</p> <p>"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."</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>Collective</p> <p>Collective apply the following processes to minimise ad misplacement and many of these processes are stated in their Brand Safety Policy.</p> <p>Site Vetting</p> <p>"Collective manually vets all 3rd party websites before acceptance to our platforms to ensure that they only contain appropriate content for our advertisers. For websites accessed via exchanges the vetting is done automatically with our Integral pre-bid segments."</p>

Good Practice Principles	Description of compliance with the Principles
<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>Appropriate Schedules</p> <p>Collective work with a network of publishers and if requested can also implement buyers appropriate schedules.</p> <p>Inappropriate Schedules</p> <p>The below listed content categories are prohibited across the Collective network and blocked:</p> <ul style="list-style-type: none"> • Adult • Offensive Language • Hate Speech • Illegal Downloads/Streaming • Drugs Rating <p>Collective Europe have a specific clause in their direct publisher agreements which also specifies inappropriate content types.</p> <p>Collective use Integral Ad Science in a pre-bid phase to identify risk levels and block sites before any campaign goes live.</p> <p>Collective also use Integral Ad Science’s delivery monitoring tools post bid and regularly review the reports to provide assurance that ads have been served on appropriate sites and to identify any delivery which may potentially be inappropriate and require further investigation.</p> <p>TI Media Digital Brands</p> <p>TI Media inventory is made up of their owned and operated sites. The Commercial Content Ts and Cs state which material is prohibited.</p> <p>These are listed below:</p> <p>“shall not be, defamatory, obscene, offensive, abusive, threatening, menacing, harassing, indecent or in breach of confidence, copyright, privacy or any other rights”</p> <p>Collective</p> <p>Collective’s Take Down Policy is included in the Brand Safety page on the website and states:</p> <p>"In the eventuality that an ad should appear against content deemed inappropriate, Collective Europe will make every reasonable effort to take down this placement within 24 hours. The same process applies if an ad deemed commercially sensitive should appear on any of our publisher’s sites. The contractual consequences of not taking down an ad in accordance with our Take Down Policy are evaluated on a case by case basis, agreed with the buyer and are IO specific."</p> <p>TI Media Digital Brands</p> <p>TI Media’s take down policy states “The Publisher will endeavour to respond to all take down requests within 24 hours during business hours (9.30am-5.30pm weekdays).”</p>

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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?	

Verified by

Company: ABC Ltd
 Saxon House,
 211 High Street,
 Berkhamsted,
 Hertfordshire.
 HP4 1AD



Statement of verification provider:	<p>We have reviewed TI 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.</p> <p>In our opinion, at the time of our review, TI Media had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.</p>
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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.