

DTSG Brand Safety Certificate



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

Business/Brands Certified:

TI Media

Service provided:

Publisher / Content Creator, Reseller

Month of verification:

August 2019

Good Practice Principles

How TI 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.

Collective

Digital advertising transactions are governed by the Collective Insertion Orders (IOs) which are subject to IAB standard Terms & Conditions.

Collective also has agreements with buyers who use their own IOs and contain the buyers' Terms and Conditions.

Collective have agreements with Publishers which contain the Collective's own Terms and Conditions.

Additionally, Collective have signed agreements with programmatic partners on the sell-side agreeing to partners' Terms and Conditions.

TI Media

Digital advertising transactions are governed by the TI Media Insertion Orders (IOs) which are subject to TI Media's advertising Terms & Conditions (<https://www.ti-media.com/wp-content/uploads/2014/07/Advertising-Ts-Cs-1.pdf>) and Commercial Content Terms and Conditions (<https://www.ti-media.com/wp-content/uploads/2014/07/Commercial-Content-Ts-Cs1.pdf>).

TI Media also has agreements with buyers who use their own IOs and contain the buyers' Terms and Conditions.

Additionally, TI Media have signed agreements with programmatic partners on the buy-side agreeing to partners' Terms and Conditions.

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.

Collective

The Collective and Buyers IOs and/or Terms and Conditions contain targeting instructions for the campaign.

Good Practice Principles

How TI Media complies

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).

Collective's publisher agreements include their Ts & Cs, which state "Publisher acknowledges and agrees that it, and each member of its Network, shall not use the Designated Properties and/or Tags in connection with any "adult" (i.e. pornographic, obscene or sexually explicit) content or content promoting any illegal activities, including, but not limited to, discrimination, hate speech, graphic violence, gambling, firearms, tobacco, drugs or alcohol."

Collective implement an inappropriate schedule (blacklist) to each campaign to minimise ad misplacement.

TI Media

The TI Media whitelist is their Owned and Operated sites. Their IOs include instructions as to which TI Media Brands advertising should appear on.

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.

Collective

Collective has published its Brand Safety statement on its website, <http://collectiveuk.com/brand-safety/> and this includes the following statement:

"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."

TI Media

TI Media's Brand Safety Policy is included in their UK Advertising Terms and Conditions (<https://www.ti-media.com/wp-content/uploads/2014/07/Advertising-terms-and-conditions-Jan-2019.pdf>).

It states: "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."

4

Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.

Collective

The Brand Safety Policy states:

"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.

The below listed content categories are prohibited across the Collective network and blocked:

- Adult content
- Offensive Language
- Hate Speech
- Illegal Downloads/Streaming
- Drugs Rating"

"Additionally, when requested, we use an advertiser's or agency's own blacklist or whitelist and will remove advertising from any URL upon instructions from the advertiser or their agency."

Good Practice Principles

How TI Media complies

TI Media

TI Media inventory is made up of their owned and operated sites. TI Media also have the option to implement IAS pre-bid tags as a Content Verification (CV) tool (non-JICWEBS certified). The Brand Safety Policy states:

"The Publisher shall, at its discretion, use 3rd party brand safety blocking tools to prevent misplacement of the Advertisement."

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.

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.

Collective

Collective's Take Down Policy is included in the Brand Safety page on the website and states:

"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."

TI Media

TI Media's take down policy states: "In the event of misplacement, the Advertisement will be paused at the request of the Advertiser. The Publisher will endeavour to respond to all take down requests within 24 hours during business hours (9.30am-5.30pm weekdays)."

6

The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

TI Media/Collective have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

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?

Statement of verification provider:

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.

JICWEBS Standard:



Verified by:



Address:

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

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.