

# UK Good Practice Principles certificate



Company: Teads  
 3rd & 4th Floor  
 70 New Oxford Street  
 London  
 WC1A 1EU  
<https://teads.tv/>

Business/Brands verified:	Teads
Service provided:	Technology
Month of verification:	August 2018

## Findings

Good Practice Principles	Description of compliance with the Principles
<p><b>1</b> 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>Direct buyers that use Teads’s managed service sign the Teads Insertion Order (IO) which includes Teads Terms and Conditions (T’s &amp; C’s).</p> <p>Agency buyers that do not use the Teads IO use their own IOs referencing the individual buyer's T’s &amp; C’s which govern their digital display advertising transactions.</p> <p>Teads also offers a self-serve option via their SSP and users sign and agree the terms in the platform agreement.</p> <p>Publishers that are approved for the Teads SSP platforms, agree to Teads general T’s &amp; C’s.</p>
<p><b>2</b> 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"> <li>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</li> <li>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</li> </ul>	<p>Teads’s and Buyer’s IO’s contain intentions as to where an ad should or should not appear.</p> <p>Buyers can select from an appropriate schedule of Teads vetted and approved sites to run against their campaigns.</p> <p>Teads will also implement appropriate schedules (whitelists) and inappropriate schedules (blacklists) supplied by clients if requested.</p>

Good Practice Principles	Description of compliance with the Principles
<p><b>3</b> 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>Teads’s Brand Safety Policy states:</p> <p>“Teads are fully committed to providing a brand safe marketplace that advertisers can trust. We have a multi-layered approach to ensure the safety and quality of our campaign delivery across the Teads inventory.”</p> <p>The Brand Safety Policy is available on the Teads website here:  <a href="https://teads.tv/brand-safety-policy/">https://teads.tv/brand-safety-policy/</a></p>
<p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>The processes in place to minimise ad misplacement are detailed in the Teads Brand Safety Policy. It states:</p> <p>“The Teads publisher team are our first line of defence. We are protective of our premium marketplace and thus have strict terms and conditions that publishers have to meet, in order to be approved as a Teads inventory source.”</p> <p>“Using contextual analysis technology, we have 11 brand safety channels that are negatively targeted by default on all campaigns.</p> <p>These include:</p> <ol style="list-style-type: none"> <li>1. Adult</li> <li>2. Arms</li> <li>3. Crime</li> <li>4. Death &amp; injury</li> <li>5. Download</li> <li>6. Drugs</li> <li>7. Hate speech</li> <li>8. Military</li> <li>9. Obscenity</li> <li>10. Terrorism</li> <li>11. Tobacco</li> </ol> <p>Each channel consists of keywords that are associated to that content, updated daily, and are used to scan the keywords inside each article to determine the context of the page.”</p>
<p><b>5</b> 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>Teads’s take down statement found within their Brand Safety Policy states:</p> <p>“If a brand safety breach has occurred at any given point and Teads is notified via written or verbal communication (please get in touch with your point of contact), we will remove the publisher from the campaign promptly. Self-serve publishers are able to pause the delivery of the ads by logging onto the Teads SSP platform”</p> <p>In addition, the contractual consequences of not taking down an ad in accordance with Teads's Takedown Policy are evaluated and agreed with the buyer on a case by case basis.</p>

Good Practice Principles	Description of compliance with the Principles
<p>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



<p>Statement of verification provider:</p>	<p>We have reviewed Teads’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, Teads had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.</p>
--	---

### 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.