

DTSG Brand Safety Certificate



Teads
 70 New Oxford Street
 London
 WC1A 1EU
<https://www.teads.com/>

Business/Brands Certified:

Teads

Service provided:

Technology

Month of verification:

July 2020

Good Practice Principles

How Teads 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.

Buyers:

Digital advertising transactions are governed by Teads Insertion Orders (IO's) referencing the Teads T's & C's. Teads also agree to buyers' IO's referencing the buyers T's & C's. Self-serve buyers sign the Teads Purchase Order, agreeing to the Teads T's & C's. DSP's agree to Teads Master Service Agreement for access to Teads network of digital inventory which includes the Teads T's & C's. Teads also agree to some DSP's agreements/T's & C's.

Sellers:

Teads also have direct agreements with approved sellers which reference the Teads T's & C's.

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.

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).

Teads and buyers primary agreements contain intentions as to where advertising should or should not appear.

Teads has a global appropriate schedule (sitelist) of vetted and approved sites which is used on campaigns.

Buyers can also supply their own appropriate or inappropriate list to run against campaigns.

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.

Teads confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

“Teads is 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.”

The Brand Safety Policy is located at the following URL: <https://www.teads.com/brand-safety-policy/>

Teads have also communicated detailed information about their Brand Safety Policy to their clients through dedicated online webinars and personal presentations.

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

Teads’ Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

“Publisher onboarding process

The Teads publisher team is our first line of defense. 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.

We have direct integrations with publishers and Teads’ Account Managers are tasked with monitoring the publishers’ property or properties to ensure the content adheres to our guidelines.

Brand Safety Policy

Using contextual analysis technology, we have 11 brand safety channels that are negatively targeted by default on all campaigns that Teads manages directly. These include:

1. Adult
2. Arms
3. Crime
4. Death & injury
5. Download
6. Drugs
7. Hate speech
8. Military
9. Obscenity
10. Terrorism
11. Tobacco

We can replicate a similar targeting for campaigns managed by the clients (programmatic PMPs) at their request.

Each channel consists of keywords that are associated to that content, updated regularly, and are used to scan the keywords inside each article to determine the context of the page.

Content Verification

Our campaigns can host 3rd party verification tags to allow advertisers to have an independent auditor to validate the quality of our network.”

Self-Serve Buyers

Buyers (with self-serve accounts) can also apply their own list of inappropriate sites and standard brand safety filters using the TAM (Teads Ad Manager) Buying Interface.

Good Practice Principles

How Teads complies

Custom Brand Safety

Teads have implemented measures to ensure that custom keyword blocklists used by advertisers and implemented by Teads, are reviewed before implementation to avoid over-blocking of safe content by checking if they contain keywords that:

- (1) Are already covered by standard brand safety
- (2) Are generic
- (3) Are no longer associated with 'bad' news
- (4) Identify people based on D&I (diversity & inclusion) categories of gender identity/sexual orientation, race/ethnicity, mental/physical disability, religion.

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.

Teads Takedown Policy is included in their Brand Safety Policy on their website and states:

"If a presumed brand safety breach has occurred and Teads is notified in writing (please get in touch with your point of contact) during weekdays, Teads will take down the misplaced ad within 24h local time; if the written notification is received during weekends or holidays, Teads will take down the misplaced ad by 12pm local time on the following business day.

Self-serve publishers are able to pause the delivery of the ads by logging onto the Teads Publisher Suite platform."

The contractual consequences of any ad misplacements are agreed between Teads and the buyer on a case by case basis.

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

Teads have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG logged Complaint Monitoring Procedure

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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 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.

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.

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.