JIC|WEBS

DTSG Brand Safety Certificate

The Student Room
International House
Queens Road
Brighton
BN1 3XE
www.thestudentroom.co.uk

Business/Brands Certified:
The Student Room

Service provided:
Publisher / Content Creator

Month of verification:
May 2019

Good Practice Principles	How The Student Room 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.	Digital advertising transactions are governed by The Student Room Group's insertion orders (IO's), referencing The Student Room Group's Terms and Conditions (T's & C's) and briefing documents detailing campaign aims and specific targeting. The Terms and Conditions can be found here: http://tsrmatters.com/terms-conditions/ The Student Room Group work with one agency who uses their own IO and separate T's and C's. The Student Room Group also have agreements with DSP's, SSP's and Exchanges.
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).	The Student Room Group IO's contain a link to their Terms & Conditions page on their website, which also contains a link to the Brand Safety Policy. The Student Room Group also utilise Briefing documents which detail targeting instructions and campaign objectives. The Student Room Group have an URL/domain blacklist (inappropriate schedule) which is run across all offsite campaigns. Buyers can also provide The Student Room Group with their own blacklists to run against their campaigns. Onsite campaigns are run across a whitelist of two sites 'The Student Room' and 'Get Revising'. Therefore the domain blacklist is not applicable to onsite campaigns.

Good Practice Principles	How The Student Room complies

3 Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly.

The Student Room Group confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

"The Student Room Group take client brand safety seriously, investing time and deploying technology to meet and exceed industry best practice standards."

The Brand Safety Policy is available to view here: https://tsrmatters.com/client-zone/brand-safety/

A link to the Brand Safety Policy is also included on The Student Room Group's insertion orders.

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

The Student Room Group's Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

The Student Room Group site rules explicitly prevent and exclude the following content/categories:

- Assisting with, condoning, or advocating illegal activity
- Academic and job interview cheating
- Hate speech
- Emotional abuse and bullying
- Discrimination
- Personal attacks or inflammatory behaviour
- Physical violence to others
- Breach of copyright
- Nudity
- Adult
- Derogatory
- Weapons, Gambling, Violence
- Suggestive, Profanity, Offensive Language
- Alcohol, Drugs, Tobacco
- Politics, Religion
- Tragedy
- Transportation Accidents
- Sensitive social issues
- Unrateable content

Approach to Moderation

We provide our users with tools to quickly report any content which they think may be in breach of our site rules. More serious reports can be marked as 'urgent' by our teams which remove the content from the site immediately.

We use automated language filters on user generated content to prevent users from swearing."

"We … continuously monitoring brand safety risk on The Student Room Group using Integral Ad Science (IAS) verification services and where opportunities to improve are identified we ensure that our processes or technologies are upgraded accordingly.

When requested, we can exclude campaigns from running on other areas of The Student Room Group in which there is a slightly higher chance of riskier content appearing."

Good Practice Principles	How The Student Room complies
	Pre Bid Ad Verification "The Student Room Group uses Integral Ad Science's pre-bid ad verification tools (not JICWEBS certified) on our off-site products to ensure all advertisements purchased on ad exchanges meet robust brand safety expectations. These Integral Ad Science tools use pre-bid technology to prevent bidding on impressions on URL's/pages that their algorithms have detected as inappropriate, so our partner brands are protected against appearing next to unsafe content. We only purchase adverts on Low Risk content, and we exclude all "unrateable content."" **Blacklists** "We research and use blacklists to block all primarily video-sharing websites that we identify. We add any domains/URLs reported under our Takedown Policy on a global blacklist. If clients or agencies wish to provide additional lists of unsafe domains, we will review and agree with the client the most suitable approach on a case-by-case basis."
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.	The Student Room's takedown policy is included in their Brand Safety Policy on their website and states: "In the event that an advert is displayed against inappropriate content, our takedown policy targets removal of that advert within 3 business hours of notification. Depending on the circumstances, we may pause campaigns temporarily whilst we resolve the issue. The contractual consequences of not taking down an advert in accordance with our takedown policy are evaluated and agreed with the client on a case by case basis."
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?	

Statement of verification provider:

We have reviewed The Student Room'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, The Student Room 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.