

UK Good Practice Principles certificate



Company: UCAS Media
 Rosehill
 New Barn Lane
 Cheltenham
 GL52 3LZ
<https://www.ucasmedia.com/>

Business/Brands verified:	UCAS Media
Service provided:	Media Owner
Month of verification:	June 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>Digital advertising transactions are governed by UCAS Media sale order acknowledgments referencing the UCAS Media’s standard Terms and Conditions. https://www.ucasmedia.com/terms-and-conditions#products</p> <p>UCAS Media also agree to other signed buyer primary agreements which reference individual buyer Terms and Conditions.</p> <p>UCAS have signed agreements with DSP's, SSP's 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> <ul style="list-style-type: none"> 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 Buyer and Seller pre-delivery). 	<p>UCAS Media sale order acknowledgments/other primary agreements contain intentions and/or targeting instructions of where advertising should (or should not) appear.</p> <p>Buyers can provide UCAS Media with their own blacklist or whitelist to run against their campaigns.</p>

Good Practice Principles	Description of compliance with the Principles
<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>UCAS Media confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“UCAS is the Universities and Colleges Admissions Service holding the largest verified student database in the UK and we take brand safety very seriously. To help us achieve this we have stringent internal procedures and policies that are implemented alongside using relevant technologies and have been independently verified by various 3rd parties that enable us to adhere and execute these.”</p> <p>The Brand Safety Policy can be located here: https://www.ucasmedia.com/sites/default/files/Display%20Guidelines%20-%20UCAS%20Media%202018.pdf</p> <p>Changes or updates to the Brand Safety Policy are communicated to all buyers verbally, via the UCAS Media site or email.</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>UCAS Media’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“All digital advertising campaigns are managed by our highly experienced in house Ad Operations team. All advertising on our owned and operated sites are placed in brand safe, high quality environments delivered using market leading technology.</p> <p>Advertising placed offsite on third party websites are delivered against strict white and black lists which are verified before any campaign is delivered on these. We use IAS pre-bid ad verification (non-JICWEBS approved) tools to ensure ads are displayed in a brand safe environment. We exclude all user generated content alongside excluding all in-video advertising formats when delivering offsite campaigns.”</p> <p>The UCAS Media vetting process contains a blacklist policy based on generic categories of inappropriate content as listed below:</p> <ul style="list-style-type: none"> • Alcohol • Drugs • Tobacco • Gambling • Religion • Anything Political • Hate Speech • Dating • References to Sex • Weight Loss • Terrorism • Sensationalism <p>Campaigns are also monitored in their live environment to ensure that controls are working effectively.</p>

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<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>UCAS Media's takedown policy is included in their Brand Safety Policy on their website and states: "In the unlikely event that an advert appears against content deemed inappropriate UCAS will remove the advert within no more than 4 hours and work alongside the relevant personal to remove or rectify the remaining campaign activity without charge to the client."</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 UCAS 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, UCAS 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.