

UK Good Practice Principles certificate

DTSG UK BRAND SAFETY	JICWEBS	VALID TO: 
	AUGUST 2019	



Company: VICE
 New North Place
 London,
 EC2A 4JA
 www.vice.com

Business/Brands verified:	VICE
Service provided:	Publisher / Content Creator
Month of verification:	August 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>Direct Buyers sign VICE's Statement of Work (SOW) / MSA/ IO / and agree to the VICE Terms and Conditions.</p> <p>Some buyers also use their own IOs, referencing their own T&Cs</p> <p>VICE have signed agreements with DSP's SSP's and Publishers / Platforms.</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> <p>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</p> <p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p>Agreed SOW's / MSA/ IOs contain intentions of where advertising should (or should not) appear.</p> <p>Buyers can select the VICE owned and operated sites they wish to run their campaigns against.</p> <p>VICE also have an audience extension scheme (VICE Digital Network – VDN) where they sell inventory from a whitelist of partner sites, which buyers may opt-in to.</p> <p>VICE have a global Inappropriate Schedule (Blacklist) run against all campaigns. This is derived from content categorised on their sites as Not Safe For Work (NSFW) where ads will not be run against.</p> <p>VICE will also implement buyer's blacklists when requested to do so.</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>VICE confirms reasonable endeavours in their Brand Safety document which states;</p> <p>VICE is committed to providing the highest level of brand safety for advertisers. To achieve this and reduce the risk of ad placement in unsafe environments, we have stringent internal policies that we adhere to for each and every campaign we run.</p> <p>We utilise both Human Powered and Machine Powered Safeguards combined with key relationships with trusted third parties to ensure we take a proactive rather than reactive approach to our Clients Online Brand Safety."</p> <p>VICE has shared their Brand Safety document with their clients.</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>Where Campaigns are run against VICE owned & operated sites:</p> <p>Editorial staff monitor the VICE channels for sensitive explicit content which is identified in their CMS system as "Not Safe For Work" (NSFW) where ads will not be run against.</p> <p>VICE blacklist all adult themes, recent disasters tragedies and hate speech content. Clients can also supply their own keyword or theme lists that they wish to blacklist.</p> <p>VICE use Grapeshot to identify content on onsite inventory with sensitive categories such as adult themes, hate speech, etc.</p> <p>VICE can also implement MOAT or Integral Ad Science CV tools at the buyer's request.</p> <p>Where campaigns are run within VDN:</p> <p>Inventory is run on a whitelist of vetted sites where VICE have a direct relationship with the publishers.</p> <p>(All products stated above are non JICWEBS approved tools).</p>
<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>The VICE takedown policy and contractual consequences are detailed in their Brand Safety document and states:</p> <p>"If a buyer feels that specific ad placements are in violation of their expectations, please notify VICE right away. Within 24 hours VICE will make commercially reasonable efforts to correct or take down the violation".</p> <p>The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on either the Insertion Order, on a case-by-case basis or in a signed mutually agreed upfront agreement with the buyer/client. It is worth mentioning that in practice; as a Global company and on a one-code platform we would be able to take action decisively and more efficiently than the 24 hours detailed should the scenario arise."</p>



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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?	

Verified by

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



Statement of verification provider:	<p>We have reviewed VICE’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, VICE 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.