

DTSG Brand Safety Certificate



Verizon Media EMEA Limited
 MidCity Place
 71 High Holborn
 London
 WC1V 6EA
<https://www.verizonmedia.com/>

Business/Brands Certified:

Verizon Media & Microsoft Owned & Operated Properties, Verizon DSP (Managed), Verizon DSP (self-serve), Verizon Video & Display Exchange, Reserved (Managed), Verizon Native Marketplace, Tumblr Sponsored Post, Tumblr Sponsored Day, Video Syndication Network

Service provided:

Platform, Publisher / Content Creator, Reseller, Technology

Month of verification:

October 2019

Good Practice Principles

How Verizon Media complies

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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.

[Video Syndication Network](#), [Verizon Media Native Marketplace](#), [Verizon Media Reserved](#), [Verizon Media Owned & Operated Properties \(Microsoft Properties\)](#), [Verizon Media DSP managed](#), [Tumblr Sponsored Post & Tumblr Sponsored Day](#)

Buyers that sign the Verizon Media Insertion Order (IO), agree to Verizon Media's Standard Advertising Terms & Conditions (Ts&Cs) and Verizon Media's Advertising Policies. These are located on the Verizon Media website at:

<https://www.verizonmedia.com/policies/ie/en/verizonmedia/terms/advertising/masterterms-322/index.html>

<https://emea.adspecs.verizonmedia.com/pages/guidelines/?rnd=1>

<https://emea.adspecs.verizonmedia.com/pages/generalguidelines/?rnd=1>

The Ts&Cs page on the Verizon Media website also has links to the Verizon Media Brand Safety Policy, Publisher Ts&Cs, and the Platform Ts&Cs.

Verizon Media also have some advertisers who use their own IOs but agree to Verizon Media's Ts&Cs.

Verizon Media SSP Video, Video Syndication Network, Verizon Media Native Marketplace, Verizon Media DSP (Self-Serve).

Self-Serve platform users sign a Platform Agreement and agree to the platform Ts&Cs incorporated therein and displayed at the following link:

<https://www.verizonmedia.com/policies/ie/en/verizonmedia/terms/ad/platforms/index.html>

Video Syndication Network, Verizon Media Native Marketplace, Verizon Media Reserved, Verizon Media Owned & Operated Properties(Microsoft Properties), Verizon Media SSP Video

Verizon Media’s vetted publishers agree to the Verizon Media Publisher Ts&Cs and the Verizon Media Supply Policies incorporated into the Publisher Agreement and displayed at the following link:

<https://adspecs.verizonmedia.com/pages/oathsupplypolicies/>

Verizon Media’s businesses also have signed third party agreements with Publishers, RTB Exchanges, SSPs and DSPs.

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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).

Video Syndication Network, Verizon Media Native Marketplace, Verizon Media Reserved, Verizon Media Owned & Operated Properties (Microsoft Properties), Verizon Media SSP, Verizon Media SSP Video

The Verizon Media IO specifies the targeting instructions.

Buyers that do not use the Verizon Media IO have their own IOs which also make reference to targeting instructions.

Buyers can select sites from an Appropriate Schedule, (whitelist) of Verizon Media’s vetted and approved sites.

Verizon Media businesses will also run inappropriate schedules (blacklists) supplied by advertisers if requested.

Verizon Media DSP managed

The Verizon Media IO specifies the targeting instructions

Buyers can select sites from an Appropriate Schedule, (whitelist) of Verizon Media’s vetted and approved sites.

Tumblr Sponsored Post & Tumblr Sponsored Day.

The Verizon Media IO specifies the targeting instructions.

Buyers that do not use the Verizon Media IO have their own IOs which also make reference to targeting instructions.

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.

The Verizon Media UK Digital Trading Statement and UK Brand safety Policy states:

“Verizon Media uses a variety of both proprietary and commercial tools from third party verification companies, in order to offer a safer, more secure environment for our advertisers focusing on site content.....”

"Depending on the needs and service levels offered to our clients, Verizon Media either uses or offers a combination of tools, systems and processes to ensure a great experience across syndicated partners, owned & operated properties, as well as media purchased across our programmatic buying platform."

Verizon Media's UK Brand Safety Policy is located on the Verizon Media website at:

<https://emea.adspecs.verizonmedia.com/pages/brandsafetypolicy/?rnd=1>

The Verizon Media IO also includes a link to the Brand Safety Policy and it has been communicated to Verizon Media's clients by email newsletter.

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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.

Site Vetting

Verizon Media manually vet all 3rd party websites and apps before acceptance to their platforms to ensure that they only contain appropriate content for their advertisers. The same vetting process is carried out for websites accessed via their RTB exchange partners. Verizon Media's ad server and filtering technologies prevent ads from being served to URLs which are not on their approved list.

Verizon Media explains the processes to minimise ad misplacement in their Brand Safety Policy which states the following;

"Prohibited Content

All supply is subject to Verizon Media's supply policy;

<https://emea.adspecs.verizonmedia.com/pages/generalguidelines/?rnd=1>

This list of prohibited content is provided for illustrative purposes only and is not intended to be an exhaustive list of all prohibited content. Verizon Media may modify this policy at any time without notice.

Adware, Banned Substances.....Embargoed or Sanctioned Products / Services, Family Planning, Gambling, Illicit Content, Misleading Content, Offensive Content, Sexual Content, Uncontrolled or Un-moderated User Generated Content, Viruses/Spyware/Malware, Weapons & Violence."

"Tumblr (sponsored posts & sponsored day)

Tumblr's content is all UGC, Community Guidelines are here detailing what we do and do not allow on the platform <https://www.tumblr.com/policy/en/community>."

All content on Tumblr's search and explore pages are placed in safe mode by default. Verizon Media vet content of blogs and posts using machine learning algorithms and human review before they are made public. Users can appeal the decision if they feel the review has miscategorised the post.

Appropriate & Inappropriate Schedules

Managed & Self-Serve clients can select specific sites from Verizon Media's approved whitelist to run their campaigns against and also to add their own blacklists.

CV Tools (Not applicable to Tumblr & Microsoft Properties)
 Verizon Media use their own proprietary and 3rd party tools to monitor where ads are delivered. For Verizon Media's Owned and Operated sites, contextual targeting can be used to exclude advertisers from unsafe content.

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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 Verizon Media Brand Safety Policy states:

Verizon Media Reserved, Verizon Media Owned & Operated Properties (Microsoft Properties), Verizon Media DSP (Managed), Verizon Media Native Marketplace, Tumblr Sponsored Post, Tumblr Sponsored Day, Video Syndication Network

"Should an advertisement appear on a site with content that the client deems inappropriate, Verizon Media will use reasonable endeavours to take down the advertisement within 24 hours between 9 am and 5 pm Monday to Friday UK time, or within the timescales in agreed contracts. Requests for takedown should be made to your Verizon Media account team or takedown.requests@verizonmedia.com where the request will be investigated and campaign paused. If deemed appropriate, Verizon Media will add/remove such sites from relevant whitelists/blacklist as required....."

"The contractual consequences of not taking down an ad in accordance with Verizon Media's Takedown Policy are evaluated and agreed with the buyer on a case by case basis."

Verizon Media DSP (Self-Serve), Verizon Media Video SSP, Verizon Media SSP

"Clients have full control of the trafficking criteria they select and can remove ads from any supply quickly and easily by using the platform directly."

"Verizon Media offers support during normal business hours and can help clients make alterations to trafficking criteria in exceptional circumstances."

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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.

Verizon have a procedure in place for handling, tracking, and monitoring complaints raised under the DTSG Logged Complaints 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 Verizon 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.

In our opinion, at the time of our review, Verizon Media 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.