

DTSG Brand Safety Certificate



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

Business/Brands Certified:
 VICE

Service provided:
 Publisher / Content Creator

Month of verification:
 August 2019

Good Practice Principles

How VICE 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.

Direct Buyers sign VICE's Statement of Work (SOW) / IO and agree to the VICE Terms and Conditions.

Some buyers also use their own IOs, referencing their own T&Cs

VICE have signed agreements with DSP's SSP's and Publishers / Platforms.

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).

Agreed SOW's / MSA/ IOs contain intentions of where advertising should (or should not) appear.

Buyers can select the VICE owned and operated sites they wish to run their campaigns against.

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.

VICE uses keyword inappropriate schedules as standard to ensure that advertising doesn't appear in environments that are not brand safe.

VICE can also implement buyer's blacklists upon request.

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.

VICE confirms reasonable endeavours in their Brand Safety document which states:

"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.

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."

VICE has shared their Brand Safety document with their clients.

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

VICE use keyword blacklists to ensure that on VICE's owned and operated sites do not display any advertising next to content relating to adult themes, recent disasters tragedies and hate speech, and uses grapeshot (non-JICWEBS certified) to identify onsite inventory relating to sensitive topics.

VICE can also implement Integral Ad Science monitoring CV tool at the buyer's request (non-JICWEBS certified).

When campaigns are run with VDN, inventory is run on a whitelist of vetted sites where VICE have a direct relationship with the publishers.

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 VICE takedown policy, including timeframes are detailed within their Brand safety document and states that in the case of ad misplacement:

"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"

Vice also state:

"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"

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

VICE has a log for logging and monitoring any complaints that are received under the DTSG Logged Complaint Monitoring Procedure, this includes a step by step process detailing how these complaints are to be handled.

7 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?

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Statement of verification provider:

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.

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.

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.