

DTSG Brand Safety Certificate



Bauer Media
 Academic House,
 24-28 Oval Road,
 Camden,
 London,
 NW1 7DT
<https://www.bauermedia.co.uk/>

Business/Brands Certified:

Bauer Media

Service provided:

Publisher / Content Creator

Month of verification:

September 2019

Good Practice Principles

How Bauer Media 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 display, video and radio advertising transactions are governed by Bauer insertion orders (IO's) referencing the Bauer Terms and Conditions (Ts & Cs).

Bauer's standard Terms and Conditions are available to view here:

<https://www.bauermedia.co.uk/terms-and-conditions>

Bauer will also agree to buyers' IO's containing the buyers' Ts & Cs.

Bauer also has signed agreements with advertising Exchanges for the buying and selling of digital advertising.

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).

Bauer and buyers' IO's contain intentions of where advertising should/should not appear.

Bauer has a global appropriate schedule (whitelist) of owned and operated sites and radio stations, from which buyers can select from to run against their campaigns.

Bauer have an inappropriate schedule (blacklist) of sites and a keyword blacklist which is run across all audience extension campaigns.

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.

Bauer confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy.

The Brand Safety Policy is located at the following link: <https://www.bauerlegal.co.uk/brand-safety-statement-20180723/>

The Brand Safety Policy is also contained within Bauer’s Ad Spec’s document.

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

Bauer’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

“As part of such a large media group we take brand safety extremely seriously. Ads placed with us will always appear on our portfolio of high quality, brand safe sites.”

Additionally, Bauer’s Ts & Cs for both digital and radio advertising state: “no Assets shall be defamatory, offensive, indecent, or if published would promote discrimination based on sex, race, religion, disability or age or otherwise would bring Bauer into disrepute”.

Bauer utilise sensitive content categories when inventory is bought via programmatic partners to block inappropriate advertising content appearing on their sites.

For audience extension campaigns, Bauer can implement sensitive category exclusions via their programmatic partner, including Integral Ad Science pre-bid exclusion categories (non-JICWEBS Certified).

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.

Bauer’s Takedown policy is detailed in the Brand Safety Policy on the Bauer website.

The policy states:

“In the unlikely event that an ad is displayed next to content that is considered inappropriate, Bauer Media will remove the advert within one working day. To raise a brand safety issue you should send an email to creative@bauermedia.co.uk, please make the subject line “Brand Safety request to remove ad” ”

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.

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

Bauer have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaints Monitoring Procedure.

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 Bauer 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, Bauer Media had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

ABC
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.