

UK Good Practice Principles certificate



MEDIA GROUP

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

Business/Brands verified:	Bauer Xcel
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>Digital display, video and radio advertising transactions are governed by Bauer insertion orders (IO's) referencing Bauer Terms and Conditions (T's & C's). All transactions are governed by Bauer's Ad Spec's.</p> <p>Bauer's standard Terms and Conditions are available to view here: https://www.bauermedia.co.uk/terms-and-conditions</p> <p>Bauer also has signed agreements with advertising exchanges for the buying and selling of digital advertising.</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>Bauer has a global appropriate schedule (whitelist/walled garden) of their owned and operated sites, from which buyers can select sites to run against their campaigns on.</p> <p>Bauer and buyers insertion orders contain intentions of sites where advertising should (or should not) appear. Buyers have opportunity to exclude (blacklist) any sites that may have potentially sensitive content.</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>Bauer confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy.</p> <p>The Brand Safety Policy is located at the following link: https://www.bauerlegal.co.uk/brand-safety-statement-20180723/</p> <p>The Brand Safety Policy is also contained with Bauer’s Ad Spec’s document.</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>Bauer’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“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.”</p> <p>Bauer digital advertising terms and conditions also state: “Buyer confirms on behalf of itself and where relevant (and applicable) on behalf of the Advertiser that all Assets will comply with Bauer’s Advertising Specifications and 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”.</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>Bauer’s Takedown policy is detailed in the Brand Safety Policy on the Bauer website.</p> <p>The policy states:</p> <p>“In the unlikely event that an ad is displayed next to content that is considered inappropriate, Bauer Xcel 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” “</p> <p>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”</p>
<p>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?</p>	

Verified by

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



Statement of verification
provider:

We have reviewed Bauer Xcel'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 Xcel had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

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.