

UK Good Practice Principles certificate



Company: ESI Media
 Northcliffe House
 2 Derry Street
 London
 W8 5EE
<http://esimedia.co.uk/>

Business/Brands verified:	ESI Media
Service provided:	Publisher / Content Creator, Reseller
Month of verification:	October 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 advertising transactions are governed by buyers insertion orders (IO's) referencing the buyers terms and conditions.</p> <p>There are also Evening Standard or Independent IO's which reference the ESI Media Advertising Terms and Conditions.</p> <p>ESI's Advertising Terms and Conditions are available to view here: http://esimedia.co.uk/advertising-terms-conditions-evening-standard-and-independent-titles/</p> <p>ESI Media also has signed Master Service Agreements with DSP's / Exchanges.</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>ESI Media and Buyers insertion orders contain intentions and targeting instructions of where advertising should (or should not) appear.</p> <p>Onsite The Evening Standard and Independent websites act as a whitelist of sites.</p> <p>Offsite ESI Media has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide ESI Media with their own whitelist to run against their campaigns.</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>ESI Media confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“ESI Media treats sensitive content for our clients and partners as a top priority endeavouring to ensure that advertising is displayed in a brand safe environment across all our properties.”</p> <p>The Brand Safety Policy is available to view here: http://esimedia.co.uk/wp-content/uploads/2018/09/esi-brand-safety17.9.pdf</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>ESI Media’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“ESI uses a multi-stage process to make best efforts to ensure that clients and partners who buy directly from us (by IO or programmatically via PG/PMP) have their advertising displayed in an appropriate and brand safe environment.</p> <ol style="list-style-type: none"> 1. The first stage is controlled by the editorial team who can mark a story as sensitive content in our Content Management System that disables ad units on the page. 2. We also work with Grapeshot to review and categorise content - this allows ads to be targeted away from particular articles or pages based on keywords, place names or subject matter. We have every page tagged with Grapeshot keywords for negative keyword targeting which allows us to stop any campaign running on any content with these specific keywords.” <p>For Audience Extension: ESI maintain a global blacklist of sites that are inappropriate for their campaigns. Grapeshot is used to negatively target articles or pages based on keywords The buyer may specify if Integral Ad Science’s pre-bid brand safety solution available via ESI Media’s chosen supplier.</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>ESI Media's takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“In the unlikely event that advertising appears in an inappropriate context we will aim to effect take down within 4 hours during business hours and 24 hours at other times. For any further queries on ESI’s approach to brand safety please contact adops@esimedia.co.uk”</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 or on a case by case basis with the buyer.</p>

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<p>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?</p>	<p>ESI Media’s editorial teams adhere to a strict Code of Conduct with detailed clauses regarding accuracy, sensitivity and privacy as part of a longer list of guidelines to ensure content reaches the highest editorial standards, more information is available here:</p> <p>https://www.independent.co.uk/service/code-of-conduct-a6184241.html</p> <p>https://www.standard.co.uk/service/code-of-conduct-complaints-7467885.html</p>

Verified by

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



<p>Statement of verification provider:</p>	<p>We have reviewed ESI 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.</p> <p>In our opinion, at the time of our review, ESI Media 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.