

# DTSG Brand Safety Certificate



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

**Business/Brands Certified:**  
 ESI Media owned & operated inventory

**Service provided:**  
 Publisher / Content Creator

**Month of verification:**  
 December 2019

## Good Practice Principles

## How ESI 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 advertising transactions are governed by buyers insertion orders (IO's) referencing the buyers terms and conditions.

ESI Media have Advertising Terms and Conditions which are available to view at the following link:

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

ESI Media also has signed agreements with DSP's / Exchanges for programmatic buying.

**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.

Buyers IO's contain targeting instructions and intentions of where advertising should (or should not) appear.

The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:

ESI Media's owned & operated inventory acts as a whitelist from which buyers can specify sites to run against their campaigns.

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

Buyers' can further target specific content within ESI Media's inventory.

B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

**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.

ESI Media confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

"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>The Brand Safety Policy is available to view here: <a href="https://www.esimedia.co.uk/brand-safety">https://www.esimedia.co.uk/brand-safety</a></p> <p>ESI Media staff email signatures contain the above link.</p>
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<p>4 Sellers should be able to explain the process(es) that form the basis of specific provision 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"> <li>1.1. 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.</li> <li>1.2. We also work with...Grapeshot,” (Non JICWEBS certified tool), “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...</li> <li>1.3. As well as Grapeshot and our CMS system, we also use ‘Topic Tags.’ These are classified by our editorial team and allow us to positively or negatively target campaigns.</li> <li>1.4. Finally, our operations team are constantly monitoring campaigns and act as a final human check on the rare occasions when something gets through the measures outlined above.”</li> </ol> <p>Buyers’ are able to use Content Verification tools at their own discretion as this is implemented on the buyers’ side.</p>
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<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>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.</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 <a href="mailto:adops@esimedia.co.uk">adops@esimedia.co.uk</a>”</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 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>	<p>ESI Media have internal procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>
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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?

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:

<https://www.independent.co.uk/service/code-of-conduct-a6184241.html>

<https://www.standard.co.uk/service/code-of-conduct-complaints-7467885.html>

### Statement of verification provider:

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.

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.

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.