

# DTSG Brand Safety Certificate



Guardian News and Media  
 Kings Place  
 90 York Way  
 London  
 N1 9GU  
<https://www.theguardian.com/>

Business/Brands Certified:  
 Guardian News and Media

Service provided:  
 Publisher / Content Creator, Reseller

Month of verification:  
 July 2019

## Good Practice Principles

## How Guardian News and 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 Guardian News and Media (GNM) Order Confirmation, referencing Guardian's Terms and Conditions.

Guardian's Terms and Conditions are available to view here:  
<https://www.theguardian.com/advertising/advertising-terms-conditions>  
<https://www.guardianjobsrecruiter.co.uk/terms-and-conditions/>

Guardian also has signed insertion orders and Master Service Agreements with buyers referencing the buyers term and conditions. Additionally Guardian also has primary agreements with sellers.

**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.

GNM Order Confirmations contain intentions and targeting instructions 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:

Onsite, Guardian's site acts as an appropriate schedule, where buyers may select to target or block certain sections.

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

Guardian has an appropriate schedule (whitelist) which is run across all offsite campaigns.

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.

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

"The reputation of the Guardian is built on a long history of impactful, high quality and independent journalism, read via world-class print and digital products which are designed to reflect the Guardian's values.

We aim to mirror this experience for the brands we work with, seeking to ensure that every impression for which we are responsible – on and off our site – promotes those brands in an engaging and positive way.”

The Brand Safety Policy is available to view at the following link:

<https://www.theguardian.com/advertising/2018/aug/14/keepin-g-your-brand-safe-our-policy>

A link to the Brand Safety Policy is also included with Guardian’s Terms and Conditions, which are sent to buyers within the GNM Order Confirmation for all campaigns.

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

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

**“For direct, programmatic guaranteed and private marketplace bookings:**

- If an article contains breaking news of a tragedy, disaster or terrorist incident, our editorial and commercial teams will review it and, if appropriate, remove all ads from this content
- In some cases where the content is of a sensitive nature, our editorial team will mark the article as sensitive, and our operations team can remove specific advertising from this content at the request of the advertiser.
- We run an IAS publisher optimisation tool on all our pages, which uses semantic keyword analysis to classify our journalism into risk buckets based on six brand safety categories: adult, alcohol, drugs, hate speech, illegal downloads, and offensive language. Where clients have requested extra brand safety measures, we will only target their advertising to content that is classified as low risk within these categories.
- Our editorial teams tag all content with relevant keywords, which enables our operations team to exclude certain keywords from advertisers’ campaigns on request.

**For open marketplace:**

- Buyers have advanced capabilities within their technology platforms to exclude keywords or content that they do not want their advertising to appear next to.
- We employ these technologies when buying on behalf of clients through our G+ team, and we expect buyers who purchase advertising across GNM’s digital properties to use these open marketplace tools in the first instance.

**For inventory we buy off site on behalf of our clients through G+:**

- We use market leading technology to ensure a brand-safe environment for our advertisers, including through the implementation of G+ and client blacklists and whitelists.
- Our whitelist is reviewed frequently to sweep our supply pool clean of invalid traffic against the following criteria: auto-play videos, pop-ups and slideshows, ad clutter, no ad slots, malware flag, clickbait, fake news and questionable content, downloads, broken site, not blocklist compliant.

- We also use pre-bid content verification, brand safety (IAS) against the following criteria:
  - o adult content
  - o alcohol content
  - o drug content
  - o hate speech content
  - o illegal downloads
  - o offensive language
  - o suspicious activity
  - o unrateable pages and blind URLs”

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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.

Guardian’s takedown policy is included in their Terms and Conditions on their website and states:

“If an Advertisement booked through Guardian+ is published on a site which the Advertiser reasonably believes to be unsuitable or an Advertisement appears on the Website in a manner which the Advertiser reasonably believes to be unsuitable, the Advertiser may notify GNM and GNM will, as the Advertiser’s sole remedy, use reasonable endeavours to remove the Advertisement from the site and/or the Website (as applicable) within 24 hours, where entirely within GNM’s control.”

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.

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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?

Statement of verification provider:

We have reviewed Guardian News and 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, Guardian News and Media had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

JICWEBS Standard:



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Verified by:



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Address:

ABC  
Saxon House  
211 High Street  
Berkhamsted  
Hertfordshire  
HP4 1AD

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#### 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.