

# UK Good Practice Principles certificate

<b>DTSG</b> <b>UK BRAND SAFETY</b>	<b>JICWEBS</b>	VALID TO: 
	OCTOBER 2019	



Company: Mail Metro Media  
 Northcliffe House,  
 2 Derry Street,  
 London  
 W8 5TT  
 www.mailmetromedia.co.uk

Business/Brands verified:	Mail Metro Media
Service provided:	Publisher / Content Creator
Month of verification:	November 2018

## Findings

Good Practice Principles	Description of compliance with the Principles
<p><b>1</b> 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>Buyers that sign the Mail Metro Media Insertion Order (IO) also agree to their Advertising Terms &amp; Conditions (Ts&amp;C's) which are located at:  <a href="https://www.mailmetromedia.co.uk/advertising-terms-conditions/">https://www.mailmetromedia.co.uk/advertising-terms-conditions/</a></p> <p>Mail Metro Media will also agree to buyers own IOs and T&amp;Cs.</p> <p>Mail Metro Media also has a Programmatic Guarantee (PG) agreement with Google DFP and agreements with DSPs and SSPs.</p>
<p><b>2</b> 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"> <li>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</li> <li>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</li> </ul>	<p>Agreed IOs contain intentions of where advertising should (or should not) appear.</p> <p>Buyers can select where to run their campaigns from Mail Metro Media's Owned &amp; Operated content. Any site or channel that contain content that is not considered appropriate will be excluded from their campaigns.</p> <p>Mail Metro Media will run an Inappropriate Schedule (Blacklist) against all Performance (3rd Party sites) campaigns and will also implement client supplied blacklists on request.</p>

Good Practice Principles	Description of compliance with the Principles
<p><b>3</b> 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>Mail Metro Media confirm reasonable endeavours are applied in their Brand Safety Policy which states:</p> <p>"Our Pledge To Advertisers And Clients</p> <p>Our editors follow the IPSO Editors Code and never produce content that funds terrorism, promotes illegal downloads or adult content.</p> <p>We are a publisher that covers all types of news and appreciates that advertisers have varying levels of brand sensitivity to hard news.</p> <p>We will always endeavour to protect against ad misplacement when notified of specific requirements."</p> <p>Mail Metro Media's Brand Safety Policy is included in a link in their email signatures and located on their website at: <a href="https://www.mailmetromedia.co.uk/brand-safety">https://www.mailmetromedia.co.uk/brand-safety</a></p>
<p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>Mail Metro Media's processes applied to minimise ad misplacement are included in their Brand Safety Policy which states:</p> <p>"Brand Safety Measures For Campaigns Served Onsite (MailOnline / Metro.co.uk)</p> <p>Channel Targeting</p> <p>We can target away from channels which are more likely to have brand sensitive news stories.... on request, we can target ads away from the news channel."</p> <p>"Channel Blocks</p> <p>Some channels that are deemed sensitive to advertisers have been switched off for ad calls.</p> <p>Grapeshot negative keyword targeting</p> <p>We use grapeshot, (Non JICWEBS Certified), a third party contextual tool that allows us to scan all articles for negative keywords. There are two main category options: GV_Safe or Mail_Safe</p> <ul style="list-style-type: none"> <li>• GV_Safe contains 14 categories</li> <li>• Mail_Safe contains a minimum of 4 main categories but it can be customised at request</li> </ul> <p>By default, we apply our custom Mail_Safe category as a standard targeting. If a client wants higher precautions, we will apply GV_Safe targeting.</p> <p>Based on receiving a bespoke keyword list, we can create a custom negative segment to provide brand sensitivity protection</p> <p>Article ID exclusions</p> <p>Sometimes a specific article may cause brand sensitivity issues. We can easily manually exclude an article away from a campaign by using the article ID.</p> <p>Removal of Video Ad call</p> <p>Video content can be categorised non brand safe at source when published by our editorial team and content deemed inappropriate will have the ad call switched off.</p>

Good Practice Principles	Description of compliance with the Principles
	<p>Comments (UGC):            Articles have comments moderated, unmoderated or switched off based on the content of the news story.</p> <ul style="list-style-type: none"> <li>• Moderated comments are reviewed by a moderation team before being posted and run through automated software for adult language.</li> <li>• Unmoderated comments are automatically reviewed by software that blocks any adult language.</li> <li>• Switched off comments will be used in specific cases where it would be inappropriate to allow comment.</li> </ul> <p>Any comment can be moderated after being posted if flagged as inappropriate.</p> <p>Brand Safety Measures For Campaigns Served Offsite            When we buy off-site inventory on behalf of our clients, we operate to the very highest standards to ensure their advertising is only seen in appropriate contexts. This includes:</p> <p>Integral AD Science            IAS is applied across open marketplace campaigns to ensure impressions are not served on contentious content. We apply blocking tags unless otherwise agreed. “            Mail Metro Media also run Integral Ad Science post bid segments.            The tool used is Non JICWEBS approved.</p> <p>“Black Lists            We keep a blacklist of sites that we will not run inventory across.”</p>
<p><b>5</b> 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>Mail Metro Media’s Takedown policy is included in their Advertising Terms and conditions and states:</p> <p>"Where the Buyer gives notice to ANL of a legitimate complaint in respect of the placement of any Buyer Ad(s), ANL will use commercially reasonable efforts to take down the relevant Buyer Ad(s) as soon as reasonably practicable and in any event within two (2) business days or such other time frame as agreed between Buyer and ANL in writing. In the event ANL does not take down the relevant Buyer Ad within the agreed time frame, the parties shall discuss the circumstances and agree the resolution on a case by case basis."</p>
<p><b>6</b> 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>Mail Metro Media are members of IPSO and follow the IPSO editors code <a href="https://www.ipso.co.uk/editors-code-of-practice/">https://www.ipso.co.uk/editors-code-of-practice/</a></p>

## Verified by

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



Statement of verification  
provider:

We have reviewed Mail Metro 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, Mail Metro Media 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.