

## DTSG Brand Safety Certificate



Mail Metro Media  
Northcliffe House,  
2 Derry Street,  
London  
W8 5TT

### Business/Brands Certified:

Mail Metro Media

### Service provided:

Reseller / Publisher/Content Creator

### Month of verification:

November 2019

### Good Practice Principles

### How Mail Metro 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 display advertising transactions are governed by Mail Metro Media Insertion Orders (IOs) referencing MMM's Advertising Terms & Conditions (Ts & Cs) which are available to view here:

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

Mail Metro Media will also agree to buyers' own IOs and T&Cs.

Mail Metro Media also has signed agreements with programmatic partners on both the buy-side and sell-side.

**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.

Mail Metro Media or buyer's IOs contain intentions and/or 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:

Buyers can select where to run their campaigns from Mail Metro Media's Owned & Operated content. Any site or channel that contain content that is not considered appropriate will be excluded from their campaigns.

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

Mail Metro Media has an inappropriate schedule (blacklist) which is run across all Performance (3rd Party sites) campaigns.

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

Buyers can also provide MMM with their own blacklists and whitelists to run against their campaigns.

**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.

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

"Our editors follow the IPSO Editors Code and never produce content that funds terrorism, promotes illegal downloads or adult content.

We are a publisher that covers all types of news and appreciates that advertisers have varying levels of brand sensitivity to hard news.

We will always endeavour to protect against ad misplacement when notified of specific requirements."

Mail Metro Media's Brand Safety Policy is included in a link in their email signatures and located on their website at: <https://www.mailmetromedia.co.uk/brand-safety>

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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.

Mail Metro Media's Brand Safety Policy explains the processes applied to minimise ad misplacement on their Owned and Operated sites as follows:

"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.

Some channels that are deemed sensitive to advertisers have been switched off for ad calls."

"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

- GV\_Safe contains 14 categories
- Mail\_Safe contains a minimum of 4 main categories but it can be customised at request

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.

Based on receiving a bespoke keyword list, we can create a custom negative segment to provide brand sensitivity protection."

"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.

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 across all platforms."

"Articles have comments moderated, unmoderated or switched off based on the content of the news story.

- Moderated comments are reviewed by a moderation team before being posted and run through automated software for adult language.
- Unmoderated comments are automatically reviewed by software that blocks any adult language.
- Switched off comments will be used in specific cases where it would be inappropriate to allow comment.

Any comment can be moderated after being posted if flagged as inappropriate."

Mail Metro Media's Brand Safety Policy explains the processes applied to minimise ad misplacement on campaigns served offsite as follows:

"When we buy off-site inventory on behalf of our clients, we ... ensure their advertising is only seen in appropriate contexts. This includes:

| Good Practice Principles   | How Mail Metro Media complies  |
|--|--|
|  | <p>Integral AD Science (non JICWEBS certified) - IAS is applied across open marketplace campaigns to ensure impressions are not served on contentious content. We apply blocking tags unless otherwise agreed."</p> <p>"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>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>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>Where agreements are made subject to buyers' Ts &amp; Cs, MMM will adhere to the takedown terms as specified in the agreement.</p> |
| <p><b>6</b> The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>  | <p>Mail Metro Media have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>   |
| <p><b>7</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>   |

**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.

JICWEBS Standard:



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Verified by:



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Address:

ABC Ltd  
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.