

UK Good Practice Principles certificate



News UK

Company: News UK & Ireland Ltd
 1 London Bridge Street
 London
 SE1 9GF
<https://newscommercial.co.uk/>

Business/Brands verified:	News UK
Service provided:	Publisher / Content Creator
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>Buyers that sign the News UK IO agree to the Advertisers Terms & Conditions; a link to which is located on the commercial website, which is detailed as such on the IO: https://www.adhelpnews.com/national-(uk)/ts--cs/terms-and-conditions.aspx</p> <p>News UK have agreements and agree to the T's & C's of SSP's and Ad 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>News UK owned and operated sites and selected social media platforms constitute the available appropriate schedule. No adverts are place on third party sites.</p> <p>News UK use a standard inappropriate schedule (Blocklist) on campaigns where this function is selected.</p> <p>Buyers can provide News UK with their own inappropriate schedule to run against their campaigns.</p> <p>News UK define inappropriate schedules as follows: "Block Lists: In order to maintain a good quality of ads on site we maintain block lists across all of our SSP and network partners.</p>

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	<p>The block list is split into four categories. High-risk categories, such as dating, politics and sex are blocked as standard. In general categories block other news publishers and competitors. The other two categories are Advertisers and URLs that allow us to block specific examples of advertiser who may be problematic for us. Block lists are applied as standard to all of our partners.”</p>
<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>News UK confirm the specific provisions applied to minimise the risk of ad misplacement in its Brand Safety Policy.</p> <p>The News UK Brand Safety Policy forms part of the Advertiser terms and Conditions which can be found here (under ‘Brand Safety’):</p> <p>https://www.adhelpnews.com/national-(uk)/ts--cs/terms-and-conditions.aspx</p> <p>A link to the News UK ‘adhelnews’ website where the Advertiser Terms/Brand Safety Policy are located is included on NewsUK insertion orders.</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>The News UK Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p><i>“At News UK, we endeavor to ensure all digital ad campaigns deliver within a brand safe environment on all our properties.”</i></p> <p>News UK have access to and apply 2 layers of brand safety:</p> <p><i>“The first is set by the Editorial team in the event of negative breaking news. Once a story is deemed extremely sensitive, the Editorial team will remove all ad slots on related content. The second and most commonly used layer is applying Grapeshot’s technology to review and categorise content after which ads can be targeted away from a defined segment.</i></p> <p><i>Grapeshot segments are constantly monitored by their linguistics team whose responsibility it is to keep these up to date and relevant. This can be anything from adding slang terms or removing a place name.”</i></p> <p><i>“Further to the IAB definition of Brand Safety, a general understanding around sensitive content topics is deemed “inappropriate”. At News UK the following content topics are part of this category:</i></p> <p><i>Adult, animal cruelty, arms, corruption, crime, death or injury, online piracy, drugs, environment, hate speech, military conflict, obscenity, negative supermarket content, terrorism and tobacco.</i></p> <p><i>Sales channels that have these Standard Brand Safety Categories applied by default:</i></p> <p><i>Directly sold Programmatic</i> <i>Guaranteed</i> <i>Guaranteed PMP”</i></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 News UK takedown policy is included under the ‘Supplementary Digital T&Cs: Brand Safety’ section of the Advertiser Terms located on their commercial website and states:</p> <p>“Blocking process:</p> <p>In event of a complaint about an advert or the operations team discovering an ad that controverts our blocking guidelines we follow the following policy:</p> <ul style="list-style-type: none"> • Try to ascertain details of the ad including; Screenshot, advertiser, click through URL, device type and browser the ad was seen on. Any page code is available is also desirable. • Using the above information, narrow down possible SSPs/networks who could be responsible for this type of ad. • Then either manually block the ad in the SSP/Ad Server interface or we would send an email to the SSP/Network with the required information. • If an advert appears which blatantly contravenes our guidelines appears we will send emails to all or our partners in order to ensure that it is not a problem across all networks. • All blocks are then added to the master blacklist. <p>SLAs: During business hours we aim to have a response within two hours and have concluded the investigation within 8 hours. Outside of business hours we aim to respond the same day and resolve the investigation within 24 hours.</p> <p>Escalation Points Please contact our centralised inboxes: Digital Ad Operations - digitaladoperations-sm@news.co.uk Revenue Operations - revenue-operations-sm@news.co.uk</p> <p>* Please note our business hours are Mon-Fri between 9:00am to 17:30pm. Our escalation points of contact will endeavour to respond within the agreed times outside of these hours. If there has not been a response within the required time period please contact our News UK service desk. Service Desk Mailbox: servicedesk@news.co.uk”</p>
<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>	

Verified by

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



Statement of verification provider:

We have reviewed News UK’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, News UK 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.