

# DTSG Brand Safety Certificate



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

Business/Brands Certified:  
News UK

Service provided:  
Publisher / Content Creator

Month of verification:  
Click here to enter text.

## Good Practice Principles

## How News UK 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 Buyers Insertion Orders, referencing Buyers Terms and Conditions.

News UK do have their own Insertion Orders available to use, which contain the News UK Terms and Conditions, however there were no agreements over the previous 12 months.

The News UK Terms and Conditions are available to view here:

[https://www.adhelpnews.com/national-\(uk\)/ts--cs/terms-and-conditions.aspx](https://www.adhelpnews.com/national-(uk)/ts--cs/terms-and-conditions.aspx)

News UK also have agreements in place with programmatic partners who buy inventory.

**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 and News UK insertion orders 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:

The News UK sites and apps act as an appropriate schedule (whitelist) from which buyers can select 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

News UK has an advertiser inappropriate schedule (blacklist) which is run across all inventory.

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

Buyers can also provide News UK with their own blacklist to run against their campaigns.

<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>News UK confirm the specific provisions applied to minimise the risk of ad misplacement in its Brand Safety Policy which states:</p> <p>“At News UK, we endeavour to ensure all digital ad campaigns deliver within a brand safe environment on all our properties.”</p> <p>A link to the News UK Brand Safety Policy is available to view on their commercial website here:  <a href="https://newscommercial.co.uk/cms/resources/brand-safety.pdf">https://newscommercial.co.uk/cms/resources/brand-safety.pdf</a></p>
<p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provision 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>“...applying ADMantX technology to review and categorise content after which ads can be targeted away from a defined segment. ADMantX 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.”</p> <p><b>Standard Brand Safety Categories</b></p> <p>“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: Adult, animal cruelty, arms, corruption, crime, death or injury, online piracy, drugs, environment, hate speech, military conflict, obscenity, negative supermarket content, terrorism and tobacco.”</p> <p>“Sales channels that have these Standard Brand Safety Categories applied by default:</p> <ul style="list-style-type: none"> <li>Directly Sold</li> <li>Programmatic Guaranteed</li> <li>Guaranteed PMP”</li> </ul> <p><b>Advertiser Specific Brand Safety Categories</b></p> <p>“Agencies/advertisers have the ability to implement track and blocking functionality to ensure their ads do not display within certain content. If this is in place, News UK will target away from these topics as best it can using ADMantX and other targeting criteria. This can only be done if the defined block list has been shared. Sales channels that can have Advertiser-specific Brand Safety Categories applied by request:</p> <ul style="list-style-type: none"> <li>Directly sold</li> <li>Programmatic Guaranteed</li> <li>Guaranteed PMP”</li> </ul> <p><b>No Brand Safety Categories</b></p> <p>“At the point of brief and sale of a campaign, it can be argued that the buyer is fully aware of the type of content being produced as well as the tone of the publication it wants to buy ad space from.</p> <p>The nature of a news publisher is that it reports on all news content – breaking, positive, negative, scandalous, uplifting, interest pieces, commentary, etc. Knowing the publisher brand compared to a blind programmatic audience buy however results in an advertiser still being aware exactly where their brand will be seen and intentionally selecting the publisher based on the audience it will reach.</p>

Good Practice Principles	How News UK complies
	<p>Sales channels that have No Brand Safety Categories applied by default:</p> <ul style="list-style-type: none"> <li>PMP</li> <li>Open Marketplace</li> </ul> <p>Sales channels that can have No Brand Safety Categories applied by request:</p> <ul style="list-style-type: none"> <li>Directly sold</li> <li>Programmatic Guaranteed</li> <li>Guaranteed PMP"</li> </ul>

<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>The News UK Take Down policy is included within the News UK Brand Safety Policy and states:</p> <p>"If an ad is deemed to be serving in an unsafe brand environment please report this to our Digital Operations team (<a href="mailto:digitaladoperations-sm@news.co.uk">digitaladoperations-sm@news.co.uk</a>) and Revenue Operations team (<a href="mailto:revenue-operations-sm@news.co.uk">revenue-operations-sm@news.co.uk</a>)."</p> <p>"We will require the URL of the page the ad is appearing of, details of the ad, details on why it is deemed unsafe and a supporting screengrab."</p> <p>"SLA: 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>
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<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>News UK have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaints Procedure.</p>
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<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>-</p>
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**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.

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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.