

UK Good Practice Principles certificate



Reach

Company: Reach PLC:
 One Canada Square
 Canary Wharf
 London
 E14 5AP
<https://www.reachplc.com/>

Business/Brands verified:	Reach Shared Services – Owned and Operated Sites and Apps Only
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>Digital advertising transactions are governed by buyer insertion orders referencing the buyers standard terms and conditions.</p> <p>Reach also has signed Master Service Agreements with programmatic partners referencing the buyers standard terms and conditions.</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>Buyers insertion orders contain intentions and targeting instructions of where advertising should (or should not) appear.</p> <p>Reach has a global appropriate schedule of Reach owned and operated sites and Apps (whitelist) from which buyers can select sites to run against their campaigns.</p> <p>Reach uses the JICWEBS standard certified CV tool The Ad Safe Firewall by Integral Ad Science on all campaigns.</p>

Good Practice Principles	Description of compliance with the Principles
<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>Reach confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“... we are sensitive to brand requirements and want to minimise the risk of controversial advertising placement and work hard to avoid ad issues. We operate on a combination of human plus machine led protection.”</p> <p>The Brand Safety Policy is available to view on the Reach Ad Specs site here: https://reachadspecs.com/ad-guidelines/brand-safety</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>Reach Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“Display Advertising</p> <p>We can exclude advertisers from running against certain sections of our sites such as News to minimise the chances of appearing alongside difficult topics.</p> <p>We also work with technology providers, e.g. Grapeshot (Non-JICWEBS Certified Tool) and IAS, to use semantic technology to block advertisers from certain topics. This enables us to scan our articles reviewing not only the URL but analysing the actual content on the page to determine its context and determine if the campaign fits our advertiser's specific requirements.</p> <p>Following the upsurge in terror attacks in recent years, we have adopted a policy of where there is a confirmed terror attack, all advertising will be blocked for a minimum of 12hrs.</p> <p>Audio Visual Advertising</p> <p>As with display, in addition to the above, videos on terrorism related themes will carry no advertising for a minimum of 12hrs.</p> <p>Editorial content blocking:</p> <p>Our editors categorise and flag sensitive AV content within our CMS which disables ad delivery before the video is published on our sites.</p> <p>Category 1. Unsafe AV content with ALL ads disabled because</p> <ul style="list-style-type: none"> • Content contains clearly visible signs of death or fatal injury. • Content could be considered as promotional material for criminal or terrorist organisations such as ISIS. • Content contains footage or audio that could incite criminal or racist activity. • Content contains footage of explicit sexual acts.

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	<p>Category 2. ‘Distressing’ content that is flagged and will not run across Premium Deals</p> <p>Video which includes distressing events that can be emotionally sensitive. Trained journalist will judge whether this content would offend readers if an ad ran in front of, or is content, which premium advertisers would not wish to be in front of.</p> <p>-Semantic Technology:</p> <p>As with display advertising, we offer ad hoc brand environments for advertisers via contextual blacklisting and whitelisting. Again using semantic targeting technology we also offer exclusions for advertisers who may not wish to be seen against certain content and/or specific channels.”</p>
<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>Reach's takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“If you have concerns about the placement of advertising, please contact your sales representative or point of contact as soon as possible. On receipt of the details, we will aim to resolve the issue as soon as possible.”</p> <p>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.</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>	<p>Reach’s Brand Safety Policy states:</p> <p>“...we are bound by the terms of the Editors' Code of Practice as administered by the Independent Press Standards Organisation (IPSO). We are governed by the law of England and Wales, including on areas such as libel, obscenity and other legal constraints. All editorial staff have completed legal training as part of their journalism training and then undergo on-going training in their careers with us.</p> <p>In terms of video Reach has a team of video journalists trained to NCTJ standards or equivalent. They film or curate or edit and select every video that is published on our sites. Those videos are also seen by at least one senior editorial staff prior to publication.”</p>

Verified by

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



Statement of verification provider:

We have reviewed Reach PLC'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, Reach PLC 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.