

DTSG Brand Safety Certificate



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

Business/Brands Certified:
 Reach Shared Services – Owned and Operated sites and apps only

Service provided:
 Publisher / Content Creator

Month of verification:
 October 2019

Good Practice Principles

How Reach Shared Services 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 advertising transactions are governed by buyer insertion orders referencing the buyers standard terms and conditions.

 Reach also has signed Master Service Agreements with programmatic partners referencing the buyers standard terms and conditions.

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.

 The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:

 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 Buyers and Sellers pre-delivery).

Buyers insertion orders contain intentions and targeting instructions of where advertising should (or should not) appear.

 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.

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.

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

 "... 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."

 The Brand Safety Policy is available to view on the Reach Ad Specs site here:
<https://reachadspecs.com/ad-guidelines/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.

Reach Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

"Display Advertising

We can exclude advertisers from running against certain sections of our sites such as News to minimise the chances of appearing alongside difficult topics."

"We also work with technology providers, e.g. Grapeshot (Non-JICWEBS Certified Tool) and IAS (Non-JICWEBS Certified Tool), 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."

"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."

"Audio Visual Advertising

As with display, in addition to the above, videos on terrorism related themes will carry no advertising for a minimum of 12hrs.

"Editorial content blocking:

Our editors categorise and flag sensitive AV content within our CMS which disables ad delivery before the video is published on our sites.

Category 1. Unsafe AV content with ALL ads disabled because

- 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.

Category 2. 'Distressing' content that is flagged and will not run across Premium Deals

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.

Semantic Technology:

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."

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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.

Reach's takedown policy is included in their Brand Safety Policy on their website and states:

"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 within 2 working hours (Monday to Friday – 9am to 5.30pm) for managed campaigns.

Good Practice Principles

How Reach Shared Services complies

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.

We have a response plan in place for major incidents, e.g. terrorism: as soon as the incident is declared a terrorist attack by News Publishers we block all ads from all Homepages, News Homepages and all relevant articles within 2 working hours (Monday to Friday – 9am to 5.30pm).

Every issue and its consequences will be reviewed on a case by case scenario."

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The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

Reach Shared Services have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

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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?

Reach's Brand Safety Policy states: "...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."

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.

JICWEBS Standard:



Verified by:



Address:

ABC
Saxon House
211 High Street
Berkhamsted
Hertfordshire
HP4 1AD

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.