

# UK Good Practice Principles certificate



## SAMSUNG Ads

Company: Samsung Electronics (UK) Ltd.  
 Samsung House 1000  
 Hillswood Drive  
 Chertsey  
 Surrey  
 KT16 0PS  
<https://www.samsung.com>

Business/Brands verified:	Samsung Ads
Service provided:	Technology
Month of verification:	November 2018

### Findings

Good Practice Principles	Description of compliance with the Principles
<p><b>1</b> 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 Samsung Ads Insertion Order (IO) also agree to their Media Plans and Terms &amp; Conditions (Ts&amp;Cs).</p> <p>Samsung Ads will also agree to buyers own IOs and T&amp;Cs but request that they also sign the Samsung Ads IO.</p> <p>All ads are served to Owned and Operated locations within Samsung connected TV's.</p>
<p><b>2</b> 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"> <li>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</li> <li>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</li> </ul>	<p>Agreed IO's contain intentions of where advertising should (or should not) appear.</p> <p>Buyers can select where to run their campaigns within the Samsung Owned and Operated Ad locations on connected TV's.</p>

Good Practice Principles	Description of compliance with the Principles
<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>Samsung Ads only serve video ads to selected owned and operated locations within Samsung connected smart TV's. Buyers select from 3 locations (1st Page (start-up screen), App Store or Universal TV Guide Screen). These locations do not have any News or other externally curated content, this reduces the likelihood of advertisements being served against inappropriate content.</p> <p>Advertisers are required to abide by the Samsung Ads ad spec and content guidelines. These guidelines have been shared with buyers via email.</p>
<p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>Samsung Ads confirms that reasonable endeavours will be applied as follows:</p> <p>The operations team responsible for serving the ads use a two-step method prior to activating a placement on the Samsung Ads O&amp;O platform. (Connected TV's).</p> <p>Step 1 is to run the ad on a "Pre-QA" mode which allows the Operations team to view the placement on a controlled group of test televisions. The Pre-QA setup on the Samsung Ads platform enables ops team to individually target TVs based on a unique PSID identifier to test out the placement in Pre-QA on more than one TV before activating it.</p> <p>If the Pre-QA tests are all correct step 2 is to set the campaign live.</p> <p>At the pre-QA setup stage the ops team also check that the ad content conforms to the Samsung Ads ad spec and content guidelines. The guidelines state:</p> <p>"Samsung reserves the right to approve/deny advertising creative and content at its discretion. These guidelines apply to both the ad content (image and any text) as well as the subsequent ad experience post-click (video/app/microsite/ etc.):</p> <p>Prohibited Content</p> <ul style="list-style-type: none"> <li>All movie trailers, clips, etc. must be G, PG or PG-13 only</li> <li>Adult content (including provocative or sexually suggestive content)</li> <li>Derogatory statements against any race, gender, ethnicity, nationality, religion, disability, or specific persons</li> <li>Profane, obscene, or vulgar language (including any related slang)</li> <li>Depiction or promotion of the use of alcohol, smoking, or drugs</li> <li>Depiction or promotion of violence or abuse against humans or animals</li> <li>Depiction or promotion of gambling or any illegal activity</li> <li>False or misleading information or unclear messaging</li> <li>Mimicking of functionality or warnings of the operating system or other apps</li> </ul>

Good Practice Principles	Description of compliance with the Principles
	Prohibited Messaging Alcohol Pharma products Gambling-related Get rich quick schemes Adult products (dating sites, adult toys, etc.)"
<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>Samsung Ads will on request from the advertiser pause or remove an ad from the placement as soon as possible, within 24 hours.</p> <p>The contractual consequences of not taking down an ad in accordance with the Takedown statement above, are evaluated and agreed with the buyer on a case by case basis.</p>
<p><b>6</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>	

**Verified by**

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



Statement of verification provider:

We have reviewed Samsung Ads' 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, Samsung Ads 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.