

DTSG Brand Safety Certificate



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

Business/Brands Certified:

Samsung Ads

Service provided:

Technology

Month of verification:

February 2020

Good Practice Principles

How Samsung Ads 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.

Direct buyers sign the combined Samsung Ads Insertion Order (IO) and standard Terms & Conditions (Ts&Cs), for ads served to Samsung Owned and Operated locations and 3rd party TV video content via the Samsung TV Plus App within Samsung connected TV's.

Samsung have agreements with approved 3rd party TV video content providers for content offered via the Samsung TV Plus App.

Samsung also have a signed agreement with a Video Ad Service platform for TV Plus App campaigns, for both direct IO buyers and indirect buyers via DSP's.

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.

Agreed IO's contain intentions 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:

Buyers can select where to run their campaigns within the Samsung Owned and Operated Ad locations on connected TV's or on approved content on their audience extension Samsung TV Plus offerings.

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).

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.

Samsung Ads serve video ads to selected owned and operated locations within Samsung connected smart TV's and through the Samsung TV Plus App. Buyers can select from 3 O&O locations, (1st Page (start-up screen), App Store or Universal TV Guide Screen) and from approved TV video content on Samsung TV Plus

These locations have been vetted and approved which reduces the likelihood of advertisements being served against inappropriate content.

Advertisers and TV Video content providers are required to abide by the Samsung Ads ad spec and content guidelines. These guidelines are shared with buyers at meetings and via email.

4

Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.

Samsung Ads confirms that reasonable endeavours will be applied as follows:

The operations team responsible for serving the ads use a two-step method prior to activating a placement on the Samsung Ads O&O locations. (Connected TV's).

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 Personal Service Identifier (PSID) and TIFA Identifier (Tizen ID For Advertising), to test out the placement in Pre-QA on more than one TV before activating it.

If the Pre-QA tests are all correct step 2 is to set the campaign live.

Samsung also vet and approve TV video content from TV Video providers to run on the Samsung TV Plus App.

At the pre-QA setup stage, the ops team also check that the content of both video and advertising content conforms to the Samsung Ads ad spec and content guidelines.

The Samsung Ads Prohibited Messaging guidelines state: "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.):

Prohibited Content

- All movie trailers, clips, etc. must be G, PG or PG-13 only
- Adult content (including provocative or sexually suggestive content)
- Derogatory statements against any race, gender, ethnicity, nationality, religion, disability, or specific persons
- Profane, obscene, or vulgar language (including any related slang)
- Depiction or promotion of the use of alcohol, smoking, or drugs
- Depiction or promotion of violence or abuse against humans or animals
- Depiction or promotion of gambling or any illegal activity
- False or misleading information or unclear messaging
- Mimicking of functionality or warnings of the operating system or other apps

Prohibited Messaging

- Alcohol
- Pharma products
- Gambling-related
- Get rich quick schemes
- Adult products (dating sites, adult toys, etc.)"

<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 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>Samsung Ads takedown policy is included in their Creative Guidelines.</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>6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>	<p>Samsung Ads have a procedure in place for handling, tracking, and monitoring complaints raised under the DTSG Logged Complaints Monitoring Procedure.</p>
<p>7 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>

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.

JICWEBS Standard:



Verified by:



Address:

ABC Ltd
 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.