

# UK Good Practice Principles certificate



# The Telegraph

Company: Telegraph Media Group Limited,  
111 Buckingham Palace Road,  
London,  
SW1W 0DT  
<https://www.telegraph.co.uk/>

Business/Brands verified:	Telegraph Media Group Limited
Service provided:	Publisher / Content Creator
Month of verification:	October 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>Digital advertising transactions are governed by Telegraph Media Group Limited Insertion Orders (IOs), referencing Telegraph Media Group’s standard Terms and Conditions.</p> <p>Telegraph Media Group’s standard Terms and Conditions are available to view here: <a href="http://spark.telegraph.co.uk/toolkit/wp-content/uploads/2016/10/Standard-Advertising-TCs-2017-.pdf">http://spark.telegraph.co.uk/toolkit/wp-content/uploads/2016/10/Standard-Advertising-TCs-2017-.pdf</a></p> <p>Telegraph Media Group also has signed IO’s with Buyers where the buyers’ terms and conditions govern the transaction. In addition, there are also Master Service Agreements with Programmatic Partners.</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>Telegraph Media Group Limited and buyers IO’s contain intentions and targeting instructions of where advertising should (or should not) appear.</p> <p>Telegraph Media Group has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.</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>Telegraph Media Group Limited confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“In an era of fake news, quality journalism has never been more important or more in demand. As a quality newsbrand and trusted source, we see huge spikes in traffic as soon as big stories break. This gives advertisers access to a large and highly engaged audience, where our thought-provoking pieces can hold readers’ attention for extended periods of time and gather thousands of comments. However, we do understand that on occasion there will be news events and coverage that you do not want to be associated with. It is for these reasons that we take your brand safety very seriously.”</p> <p>The Brand Safety Policy is available to view here:  <a href="http://spark.telegraph.co.uk/toolkit/whats-new/">http://spark.telegraph.co.uk/toolkit/whats-new/</a></p> <p>Changes or updates to the Brand Safety Policy are communicated to all buyers through 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>Telegraph Media Group Limited’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows</p> <ul style="list-style-type: none"> <li>• The Telegraph website acts as the whitelist</li> <li>• Buyers may select verticals within the site to target</li> <li>• Telegraph have an advertisement blocklist that blocks specific ads from appearing on their site including types of ad, language and landing page of the ad.</li> <li>• Telegraph use Grapeshot (A non-JICWEBS certified tool) to block advertising appearing against specific sensitive keywords, including terrorism.</li> <li>• Clients may specify key words they would like to target / block.</li> <li>• Telegraph's editorial team endeavour to actively tag sensitive content with identifying keywords. Any articles tagged with sensitive topics are automatically excluded from ad targeting.</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>Telegraph Media Group Limited's takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“In the event of an ad appearing beside content deemed inappropriate, the client should contact their Telegraph Sales representative, or Account Management team as soon as possible. On request from the client, the campaign can be paused whilst the relevant teams investigate. If the client chooses to take down the ad, any contractual consequences relating to the ad campaign will be evaluated and agreed between the parties on a case-by-case basis”</p>

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<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>	<p>Telegraph are members of the Independent Press Standards Organisation (IPSO) ensuring they uphold highest standards of journalism.</p>

**Verified by**

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<p>Statement of verification provider:</p>	<p>We have reviewed Telegraph’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.</p> <p>In our opinion, at the time of our review, Telegraph had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.</p>
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**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.