

DTSG Brand Safety Certificate

The Telegraph

Telegraph Media Group Limited
 111 Buckingham Palace Road
 London
 SW1A 0DT
<https://www.telegraph.co.uk>

Business/Brands Certified:

Telegraph Media Group

Service provided:

Publisher / Content Creator

Month of verification:

October 2019

Good Practice Principles

How Telegraph Media Group 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 Telegraph Media Group Limited Insertion Orders (IOs), referencing Telegraph Media Group's standard Terms and Conditions.

Telegraph Media Group's standard Terms and Conditions are available to view here:

<http://spark.telegraph.co.uk/toolkit/wp-content/uploads/2019/08/Standard-Advertising-TCs-2019.pdf>

Telegraph Media Group also has signed IO's with Buyers where the buyers' terms and conditions govern the transaction.

Telegraph Media Group also have Master Service Agreements with Programmatic Partners.

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).

Telegraph Media Group Limited and buyers IO's contain intentions and targeting instructions of where advertising should (or should not) appear.

Telegraph Media Group has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.

<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>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>“.....we see huge spikes in traffic as soon as big stories break. This gives advertisers access to a large and highly engaged audience....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: http://spark.telegraph.co.uk/toolkit/advertising/brand-safety/</p> <p>A link to the Brand Safety Policy is included in Telegraph Media’s staff email signatures.</p>
<p>4 Sellers should be able to explain the process(es) that form the basis of specific provision 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"> • The Telegraph website acts as the whitelist. • Buyers may select verticals within the site to target. • Telegraph have an advertisement blacklist that blocks specific ads from appearing on their site including types of ad, language and landing page of the ad. • Telegraph use Grapeshot (a non-JICWEBS certified tool) to block advertising appearing against specific sensitive keywords, including terrorism. • Clients may specify key words they would like to target / block. <p>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.</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>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>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 Ad Ops / AdTech team as soon as possible. On request, the campaign can be paused within 24hrs or within your agreed contract time, 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>
<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>Telegraph Media 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>Telegraph are members of the Independent Press Standards Organisation (IPSO) ensuring they uphold highest standards of journalism.</p>

Statement of verification provider:

We have reviewed Telegraph Media Groups'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, Telegraph Media Group 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.