

# UK Good Practice Principles certificate



Company: TripAdvisor Limited  
 7 Soho Square  
 London  
 W1D 3QB  
 www.tripadvisor.co.uk

Business/Brands verified:	TripAdvisor
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>Buyers that sign the TripAdvisor Insertion Orders (IO's) also agree to their Terms &amp; Conditions (Ts&amp;Cs) incorporated in the IO and the TripAdvisor Advertiser Policies.</p> <p>Less frequently, TripAdvisor may also agree to Buyers' IO's referencing the buyers' own Terms and Conditions where they have been approved or amended by the TripAdvisor legal team.</p> <p>TripAdvisor also offer an audience extension solution "TripAdvisor Everywhere" run via Google DBM.</p> <p>TripAdvisor's general Advertising Policy and TripAdvisor Everywhere Guidelines are located at <a href="https://www.tripadvisor.com/InfoCenter-a_ctr.Media_Kit_Specs">https://www.tripadvisor.com/InfoCenter-a_ctr.Media_Kit_Specs</a></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 IOs contain intentions of where advertising should (or should not) appear.</p> <p>Buyers can choose where to run their campaigns on TripAdvisor's Owned &amp; Operated content on their site(s) and also choose not to run against any area.</p> <p>TripAdvisor run a global inappropriate schedule (blacklist) against all audience extension campaigns and will also implement client supplied blacklists on request.</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>TripAdvisor confirms that reasonable endeavours will be applied in their Brand Safety Policy, which states:</p> <p>“TripAdvisor recognizes the importance of advertiser brand safety and integrity. TripAdvisor employs best in class internal resources to manage the safety and effectiveness of each of our advertiser’s campaigns.”</p> <p>TripAdvisor’s Brand Safety Policy is currently communicated via a link on their email signatures and is located within their Advertising Policy.</p> <p><a href="https://www.tripadvisor.com/InfoCenter-a_ctr.Media_Kit_Specs">https://www.tripadvisor.com/InfoCenter-a_ctr.Media_Kit_Specs</a></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>TripAdvisor’s processes applied to minimise ad misplacement are included in their Brand Safety Policy which states:</p> <p>“All TripAdvisor site campaigns go through an internal, human vetting process before going live on our websites. During this vetting process, our team assesses, amongst other things, the quality of the advertising campaign and the content placement within the page environment in order to consider any brand safety implications.”</p> <p>“An integral part of TripAdvisor’s business is the rich user generated content... All content submitted by users is moderated and published in accordance with review submission guidelines and our site terms and conditions. Similarly, any advertising content is published in accordance with advertising terms and conditions and a defined Insertion Order.”</p> <p>TripAdvisor’s User Generated Content Integrity Policy is located at:</p> <p><a href="https://tripadvisor.mediaroom.com/uk-content-integrity-policy">https://tripadvisor.mediaroom.com/uk-content-integrity-policy</a></p> <p>and their User Generated Content Guidelines at:</p> <p><a href="https://www.tripadvisor.com/Help/FAQ/Answers/360008133913-TripAdvisor-s-Content-Policy">https://www.tripadvisor.com/Help/FAQ/Answers/360008133913-TripAdvisor-s-Content-Policy</a></p> <p>TripAdvisor run their inappropriate schedule (blacklist) and also blacklists supplied by advertisers for campaigns that are run on external sites via TripAdvisor Everywhere.</p> <p>They also use sensitive category exclusions on Google DBM.</p> <p>TripAdvisor’s general Advertising Policy and TripAdvisor Everywhere Guidelines, (See link in GPP1 above), also state advertising content that is not allowed including:</p> <p>“...gambling, prescription drugs, tobacco, religion, politics, guns or sexually explicit themes...”</p>

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<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>TripAdvisor will endeavour to take down an advertisement as soon as possible / within the terms of agreed contracts.</p> <p>The TripAdvisor Brand Safety Policy states:</p> <p>“In the unlikely event that an advertiser has a query about the placement of a campaign, highlighting a concern regarding their brand safety, TripAdvisor’s dedicated team of account managers are on hand of promptly investigate the concern and discuss a resolution. The contractual consequences of not taking down an ad in accordance with TripAdvisor’s Takedown Policy 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



<p>Statement of verification provider:</p>	<p>We have reviewed TripAdvisor’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, TripAdvisor 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.