

DTSG Brand Safety Certificate



TripAdvisor Limited
 7 Soho Square
 London
 W1D 3QB
<http://www.tripadvisor.co.uk/>

Business/Brands Certified:

TripAdvisor

Service provided:

Publisher / Content Creator

Month of verification:

November 2019

Good Practice Principles

How TripAdvisor 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.

Buyers that sign the TripAdvisor Insertion Orders (IO's) also agree to their Terms & Conditions (Ts & Cs) incorporated in the IO and the TripAdvisor Advertiser Policies.

Less frequently, TripAdvisor may also agree to buyers' IO's referencing the buyers' own Ts & Cs.

TripAdvisor also has primary agreements in place with programmatic partners for programmatic buying on the TripAdvisor website.

TripAdvisor offer an audience extension solution "TripAdvisor Everywhere" run via Google DBM.

TripAdvisor's general Advertising Policy and TripAdvisor Everywhere Guidelines are located at:

https://www.tripadvisor.com/InfoCenter-a_ctr.Media_Kit_Specs

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 IOs 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 choose where to run their campaigns on TripAdvisor's Owned & Operated content on their site(s) and also choose not to run against any area.

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

TripAdvisor run a global inappropriate schedule (blacklist) against all audience extension campaigns and will also implement client supplied blacklists and whitelists on request.

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.

TripAdvisor confirms that reasonable endeavours will be applied in their Brand Safety Policy, which states:
 "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."

TripAdvisor's Brand Safety Policy is currently communicated via a link on their email signatures and is located within their Advertising Policy.

https://www.tripadvisor.com/InfoCenter-a_ctr.Media_Kit_Specs

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

TripAdvisor's processes applied to minimise ad misplacement are included in their Brand Safety Policy which states:

Direct "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."

"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..."

TripAdvisor's User Generated Content Integrity Policy is located at:

<https://tripadvisor.mediaroom.com/uk-content-integrity-policy>

and their User Generated Content Guidelines at:

<https://www.tripadvisorsupport.com/hc/en-gb/articles/360008133913-TripAdvisor-s-Content-Policy>

Where TripAdvisor inventory is bought programmatically, there is a blacklist of advertisers in place to block any advertisers deemed inappropriate by TripAdvisor, in addition to sensitive content exclusions which can be applied.

TripAdvisor run their inappropriate schedule (blacklist) and also blacklists and/or whitelists supplied by advertisers for campaigns that are run on external sites via TripAdvisor Everywhere.

They also use sensitive category exclusions on Google DBM and monitor campaign placements via third party tools.

TripAdvisor's general Advertising Policy and TripAdvisor Everywhere Guidelines, (See link in GPP1 above), also state advertising content that is not allowed including;

"...gambling, prescription drugs, tobacco, religion, politics, guns or sexually explicit themes..."

<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>TripAdvisor's Take Down Policy is included within their Brand Safety Policy and 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 to promptly investigate the concern and discuss a resolution. We commit to pausing the campaign within 36 hours of notification. 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>6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>	<p>TripAdvisor has procedures 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 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.

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.

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.