

DTSG Brand Safety Certificate



Global Blue
90-92 Pentonville Road,
Angel,
London,
N1 9HS

Business/Brands Certified:
Global Blue - Direct Sold Model Only

Service provided:
Publisher / Content Creator

Month of verification:
March 2019

Good Practice Principles

How Global Blue 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.

Global Blue have direct insertion order (IO) agreements with advertisers referencing Global Blue Terms and Conditions (T's & C'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.

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).

Global Blue insertion orders contain intentions and/or targeting instructions of where advertising should (or should not) appear.

Campaigns are only run on a whitelist of owned and operated sites.

All Global Blue IO's contain a link to an Advertising Specifications document which contains Global Blue's Brand Safety Policy.

3 Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly.

Global Blue confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

"In order to.....minimize the risk of misplaced ads we have strict internal policies that we adhere to for all campaigns we manage".

The Brand Safety Policy is located at the following link:
<http://www.globalblue.com/legal-information/dtsg-brand-safety-policy>

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

Global Blue’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

“Ads placed onsite are placed in an environment for advertisers with no user generated content or any content non-related with retail, fashion or travel destination.

Ads may be placed alongside content relevant to Global Blue on the website. This content has been vetted by our in-house editorial team and the content is on brand.

Other brand adverts may also appear alongside our ad units, these have been vetted by our in-house ad-traffic/production team and sellers agree to our terms and conditions found on the Product Ordering form as well as our advertising specifications found here:

<https://globalmarket.globalblue.com/fileproxy.aspx?f=1537&download=true> “

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.

Global Blue's takedown policy is included in their Brand Safety Policy on their website and states:

“In the unfortunate event that an ad is displayed on content that is considered inappropriate, Global Blue will remove this advert with no more than 24 hours within a working week.

Upon raising this issue our ad-traffic team will work directly with appropriate teams to remove any activity deemed in breach of contractual obligations.”

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.

6 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?

Statement of verification provider:

We have reviewed Global Blue’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, Global Blue 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.