

# DTSG Brand Safety Certificate



Navigate Digital Limited  
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 180 Borough High Street  
 London  
 SE1 1LB  
<https://www.navigatedigital.com/>

**Business/Brands Certified:**  
 Navigate Digital (Audio advertising not included in scope of the audit)

**Service provided:**  
 Agency

**Month of verification:**  
 November 2019

## Good Practice Principles

## How Navigate Digital 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 the Navigate Digital Supply of Advertising Services Agreement which contains Navigate Digital's Terms & Conditions. All buyers also agree to the Navigate Digital Media Plans.

Navigate also partner with DSP's, Publishers and Platforms and sign the Sellers Insertion Orders which contain the sellers Terms and Conditions.

Where advertising is placed within Platforms, Navigate accept the Platforms Terms and Conditions online.

**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 Navigate Digital Media Plans contain intentions and targeting instructions of where advertising should appear.

The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:

Navigate Digital use the Police Intellectual Property Crime Unit (PIPCU) 'Infringing Website List' (blacklist), which is run across all campaigns.

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

Buyers can also provide keyword block lists to run across their campaigns.

B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

Navigate Digital use DV Digital Impression Quality - Real-Time Ad Blocking content verification tool in blocking mode to minimise ad misplacement on all campaigns (with the exception of Facebook & YouTube campaigns – see below for partner specific brand safety measures).

**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.

Navigate Digital confirm the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

"At Navigate we work to ensure our clients are accessing quality inventory, working to reduce the risk of ad-misplacement in non-brand safe environments..."

Buyers receive the Brand Safety Policy via email communication.

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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.

The Navigate Digital Brand Safety Policy states the following:

"Through Double Verify, we are able to implement a number of processes to ensure we minimise the risk of ad misplacement across Programmatic display & video activity. The following exclusions are in place with ad blocking:-

- **Category exclusions**
  - These are in place across all campaigns by default and include blocking at both domain and page-level against the following content classified under the following categories:-
    - Adult Content
    - Extreme graphic/explicit violence
    - Hate/profanity
    - Nuisance Spyware/Malware
    - Illegal content
  - Dependent on each client's individual requirements, additional category filter exclusions can also be included. Keyword-level blocking can also be included as an option and is tailored to each client's requirements
- **Site exclusion lists**
  - The Infringing Website List is applied as a blacklist for all campaigns
  - Additional sites can be added to a blacklist dependent on each client and campaign requirements
- **Partners**
  - We trade with programmatic partners who are DTSG certified, offering controls and safeguards against potential ad misplacement
  - Where a programmatic partner we work with is not DTSG certified, we seek further clarification and understanding of the brand safety safeguards in the place before consulting with each of our clients beforehand to see if the measures in place from the trading partner are adequate

#### ADDITIONAL PARTNER-SPECIFIC PROCESSES

##### FACEBOOK

- Campaigns which opt-in to non-Facebook/Instagram feed or Stories placements (Audience Network, Instant Articles, In-Stream Video) will by default have the "Standard" inventory filter applied (as defined by Facebook)
- Specific placement and domain exclusions can also be applied on a campaign-by-campaign basis, where required

##### YOUTUBE

- Campaigns are opted-in to the 'Standard' inventory type (show ads on content that's appropriate for most brands), with an option to move to 'Limited' inventory also provided to clients
- The following sensitive filters "excluded content" categories will also be added across all campaigns: "tragedy & conflict", "sensitive and social issues", "profanity and rough language", "sexually suggestive" and "sensational and shocking"

- o YouTube state, "while content exclusions are done to the best of our ability, we can't guarantee that all related content will be excluded".
- Placement exclusions can also be applied for specific YouTube channels and/or videos on a campaign-by-campaign basis, where required"

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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.

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.

The Navigate Digital Brand Safety Policy states the following:

**"TAKE-DOWN PROCEDURE**

Our processes outlined above are designed to ensure we minimise the risk of ad misplacement on behalf of our clients. Should a campaign appear in an environment deemed as inappropriate by the client, clients should contact their account team.

Upon receiving the request from the client, the account team will pause the campaign whilst a full investigation is carried out. Timeframes for pausing activity vary by buy-type:-

- For activity bought directly by the agency (e.g. Facebook, YouTube) - the request to pause will be actioned within the same business day\*
- For activity bought via a programmatic vendor - the request to pause will be relayed to the vendor within the same working day with the takedown to place in one working day.
- Activity shall remain paused, with activity only resumed once the client agrees that the measures in place are acceptable.

(\*Navigate's business hours are Monday - Thursday 09:30 - 17:30, Friday 09:30 - 16:00).

The contractual consequences of not taking down an advert in accordance with our procedure are evaluated and agreed with the client on a case-by-case basis.

All takedown requests and actions taken are logged on an excel document on the shared drive for all employees to access and update."

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The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

Navigate Digital have internal procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

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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?

All applicable Brand Safety policies and controls are addressed above.

## Statement of verification provider:

We have reviewed Navigate Digital'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, Navigate Digital 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.