

DTSG Brand Safety Certificate



Spiritmedia Scotland
 Waterview House
 37 The Shore
 Edinburgh
 EH6 6QU
<http://spiritmediaworks.co.uk/>

Business/Brands Certified:

Spiritmedia Digital

Service provided:

Agency

Month of verification:

January 2020

Good Practice Principles

How Spiritmedia 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 Spiritmedia's Media Plans.

Spiritmedia also have agreements with publishers and programmatic partners and agree to their terms and conditions.

Where Spiritmedia set up campaigns on platforms, they will agree to the Terms and Conditions of the platform.

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 Spiritmedia Media Plan contains targeting instructions of where advertising should (or should not) appear.

Spiritmedia has a global appropriate schedule (whitelist) which buyers can run against their campaigns.

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).

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.

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

"Spiritmedia have created this document to detail to Clients, Suppliers and Spiritmedia staff the process for delivering safe brand advertising campaigns for clients. All reasonable endeavours will be applied to minimise the risk of ad misplacement on all inventory."

	<p>The Brand Safety Policy is included within the Spiritmedia, Media Plan, and is located on their website at the following link:</p> <p>https://spiritmediaworks.co.uk/wp-content/uploads/2018/10/Brand-Safety-Policy-1.pdf</p>
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<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>Spiritmedia’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“The Spiritmedia Brand Safety Policy applies to all ad placements made by the agency across all media including Display, Paid Search, Mobile, and VOD. As a key preventative measure, Spiritmedia utilises a white list that is coordinated to Programmatic media owners to positively target brand safe contexts at the pre-bid stage. In addition to this Spiritmedia only works with media owners who implement pre- bid technology solutions to ensure brand safety.</p> <p>Spiritmedia considers all below inappropriate content and blocks in all campaigns:</p> <ul style="list-style-type: none"> ▪ Adult Content ▪ Hate Content ▪ Copyright Infringement ▪ Extreme Violence ▪ Gambling content ▪ Drug and Alcohol Content ▪ Illegal Activities ▪ Religious Content ▪ File Sharing Sites ▪ Dating Sites ▪ Political Sites ▪ Unmoderated Forums and Blogs”
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<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>Spiritmedia’s Takedown Policy is included in their Brand Safety Policy on their website and states:</p> <p>“Spiritmedia has strong preventative measures to minimise ad misplacement but also performs spot checks. If an ad falls outside of the appropriate schedule, Spiritmedia will action, within first notice, removal of the ad. For all in-house managed activity, this will be actioned within 1 hour.”</p> <p>“In case of emergency please contact philip@spiritmediaworks.co.uk</p> <p>The contractual consequences of not taking down an ad in accordance with our Take Down Policy are evaluated on a case by case basis and agreed with the buyer.”</p> <p>Spiritmedia’s public Takedown Policy Procedure states:</p> <p>“For activity managed by 3rd parties, Spiritmedia will adhere to the takedown timeframe agreed at time of booking, in writing. This will be actioned immediately within a maximum of 48 hours.”</p> <p>The Takedown Policy Procedure is located on their website at the following link:</p> <p>https://spiritmediaworks.co.uk/wp-content/uploads/2020/01/23.-Takedown-Policy-.pdf</p>
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6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

Spiritmedia have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

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?

All applicable Brand Safety policies and controls are addressed above.

Statement of verification provider:

We have reviewed Spiritmedia’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, Spiritmedia 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.