

DTSG Brand Safety Certificate



Facebook,
10 Brock Street,
London,
NW1 3FG
www.facebook.com

Business/Brands Certified:

Facebook Audience Network – Native, Banner and Interstitial, In-Stream Videos, Instant Articles, Rewarded Videos

Service provided:

Platform

Month of verification:

July 2019

Good Practice Principles

How Facebook Audience Network complies

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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.

Sellers

All sellers within the Facebook Audience Network must adhere to the Audience Network Policy, Audience Network Terms and Facebook Platform Policy.

The Facebook Audience Network Policy:

<https://developers.facebook.com/docs/audience-network/policy>

Audience Network Terms:

https://www.facebook.com/ads/manage/audience_network/publisher_tos/

Facebook Platform Policy:

<https://developers.facebook.com/policy/>

As part of agreeing to the policy, Sellers agree to not sell ads in apps or sites that violate the Facebook Community Standards

<https://www.facebook.com/communitystandards/>

Buyers

All buyers are required to adhere to the Facebook Terms of Service, Commercial Terms, Self-Serve Ad Terms and the Facebook Advertising Policies.

Facebook Terms of Service:

<https://www.facebook.com/legal/terms>

Facebook Commercial Terms:

https://www.facebook.com/legal/commercial_terms

Self-Serve Ad Terms:

https://www.facebook.com/legal/self_service_ads_terms

Advertising Policies:

<https://www.facebook.com/policies/ads/>

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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 standard 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).

The specific terms and policies described in Principle 1 detail the terms the buyers and sellers agree to when buying or selling on Facebook Audience Network.

Facebook Audience Network is a closed web environment, where the sites and apps are vetted by Facebook, prior to advertising being delivered. Buyers also have the option to implement a number of intentions with the platform as follows:

Placement opt-outs allow buyers to opt out of any placement including Native, Banner and Interstitial, In-Stream Videos, Instant Articles and Native Videos.

Audience targeting provides multiple targeting tools to reach the buyers intended audience. These include:

Location Targeting, Custom Audiences, Demographics Targeting, Interest & Behaviour Targeting, Connections Targeting and Lookalike Targeting.

More information on the targeting above can be found via the following link:

<https://www.facebook.com/business/help/168922287067163>

Buyers are automatically opted into all placements over Facebook, Instagram, Messenger and Audience Network but placement opt-outs allows buyers to opt out of placements across and within Facebook, Instagram, Messenger and Audience Network

Brand Safety Controls allow buyers to define where their ads are displayed across Facebook's "Family of Apps".
<https://www.facebook.com/business/help/1926878614264962>

Domain/app block lists allow buyers to block their ads from delivery on content from individual Facebook pages, websites, apps or Instant Articles. The blocklist allows buyers to block a proportion of the sites and apps available. Where the buyer exceeds the blocklist limits, a warning will appear within the Ad Manager Platform informing the buyer that placements will be limited.

Inventory Filters (Applicable to Instant Articles and In-Stream Video only) allows buyers to filter certain types of video and article content. See Principle 4 for further detail.

Details of Content Inventory filters are available in the following link:

<https://www.facebook.com/business/help/2122368217844346>

Publisher lists allow buyers to view a complete list of where their ads could run. They can then choose to add pages, apps, or websites to their block list to prevent ads from delivering in those places.

Details of how to access Publisher Lists is available in the following link:

<https://www.facebook.com/business/help/1382467665184382>

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

Facebook's policies, guidelines, and terms cover Audience Network providing explanations on Publisher eligibility requirements, video eligibility criteria, video targeting and exclusion capabilities, and violation reporting and enforcement.

Specific brand safety provisions available to minimise the risk of ad misplacement are detailed at:

<https://www.facebook.com/business/help/1926878614264962>

All policies, guidelines, and terms are public and can be accessed by buyers and sellers.

Buyers and Sellers are able to access information on these provisions as they go through Ads Manager, with detail on the products to which each provision applies and "Learn more" buttons at each stage as they edit placements, apply blocklists, etc.

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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.

Publisher Audience Network Eligibility

Publishers go through a set of review steps before they are eligible to receive ads on Audience Network:

1. They must send a request from each unique domain.
2. Each domain is then reviewed for brand safety and quality by our Business Integrity Team.
3. If our brand safety standards are met, the publisher is permitted to start receiving Audience Network ads.
4. A selection of URLs and Apps are reviewed following the onboarding process to ensure compliance with the content policies.

These policies are designed to create a safer environment for advertisers choosing placements. See here to learn more about the Audience Network publisher review process and policies:

<https://www.facebook.com/business/help/409950705796014>

Brand Safety Controls allow advertisers to define where their ads are displayed.

<https://www.facebook.com/business/help/1926878614264962>

Placement opt-outs allow advertisers to opt out of any placement including Native, Banner and Interstitial, In-Stream Videos, Instant Articles and Native Videos

Domain/app block lists (Applicable to Instant Articles and In-stream Videos only) allow advertisers to block their ads from specific websites or apps.

The blocklist allows buyers to block a proportion of the sites and apps available. Where the buyer exceeds the blocklist limits, a warning will appear within the Ad Manager Platform informing the buyer that placements will be limited.

Inventory Filters allow buyers to filter certain types of video and article content in which they don't want their ads to be seen across Audience Network. The categories are:

- Full Inventory – All eligible content is included
- Standard Inventory – Excludes sensitive content
- Limited – Excludes moderate and sensitive content

Details of Content Inventory filters are available in the following link:
<https://www.facebook.com/business/help/2122368217844346>

Publisher lists allow buyers to view a complete list of where their ads could run. They can then choose to add pages, apps, or websites to their block list to prevent ads from delivering in those places.

Publisher delivery reports grant advertisers the ability to download a list to understand where their ads actually appeared and confirm that their block lists were fully honoured.

Details of how to access Publisher Lists is available in the following link:
<https://www.facebook.com/business/help/1382467665184382>

Brand safety partners: DoubleVerify and Integral Ad Science have both completed an integration to be able to offer proprietary blocklist management, to help advertisers using Audience Network to control where their ads will appear. Buyers work directly with DoubleVerify or Integral Ad Science to implement this feature.

Of the above tools DoubleVerify is JICWEBS certified and Integral Ad Science is not JICWEBS certified..

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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.

For Buyers, Facebook's Terms of Service (which include Audience Network) outlines the suspension and termination process for users in section 4.2. A link to the Terms of Service is included in Principle 1 above.

For Publishers, the Audience Network Terms of Service outline the suspension and termination process for violation of policies in section 3. A link to the Audience Network terms of Service is included in Principle 1 above

For Sellers, when a page violates the Monetisation Eligibility Standards monetisation will be removed for up to 90 days.

Ad Take Down

All buyers within the Facebook platform are self-serve and therefore have the ability to access their ad account and remove an ad.

Facebook offer guidance on how to remove an ad via the following link:
<https://www.facebook.com/business/help/172764286113080>

Additional support is accessible via chat or email and includes a communicated timescale for a response.

Chat and email support are accessible via this link
<https://www.facebook.com/business/help/support>

Facebook also have internal policies to address take down requests sent directly from the buyer.

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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?

Statement of verification provider:

We have reviewed Facebook Audience Network'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, Facebook Audience Network had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

ABC,
Saxon House,
211 High Street,
Berkhamsted,
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.