

# DTSG Brand Safety Certificate



Facebook  
 10 Brock Street  
 London  
 NW1 3FG  
[www.facebook.com](http://www.facebook.com)

**Business/Brands Certified:**  
 Facebook – Feeds, Instant Articles, In-Stream Videos, Right Column, Suggested Videos, Marketplace and Stories (excludes Messenger and monetised Live Stream)

**Service provided:**  
 Platform

**Month of verification:**  
 July 2019

## Good Practice Principles

## How Facebook 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 Facebook pages (sellers) are required to adhere to the Facebook Community Standards and Page, Groups and Events Policies. The Community Standards define what content is allowed on Facebook.

Community Standards:

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

Pages, Groups and Events Policies:

[https://www.facebook.com/policies/pages\\_groups\\_events/](https://www.facebook.com/policies/pages_groups_events/)

In addition, all Facebook pages that are monetizing are required to meet the Facebook Content Monetization terms and adhere to Partner Monetization Policies and Content Monetization Policies

Content Monetization Terms:

[https://www.facebook.com/legal/content\\_monetization\\_terms](https://www.facebook.com/legal/content_monetization_terms)

Partner Monetization Policies:

<https://www.facebook.com/help/publisher/partner-monetization-policies>

Content Monetization Policies:

<https://www.facebook.com/help/publisher/1348682518563619>

### 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](https://www.facebook.com/legal/commercial_terms)

Self-Serve Ad Terms:

[https://www.facebook.com/legal/self\\_service\\_ads\\_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 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).

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

The Facebook Platform is a closed web environment where monetized content has been vetted by Facebook prior to advertising delivery and where any ads placed are on the platform itself which is monitored by Facebook. Buyers also have the option to implement a number of intentions with the platform as follows:

Buyers are automatically opted into all placements over Facebook, Instagram, Messenger and Audience Network (Facebook "Family of Apps")

These placements are comprehensive across Facebook Feed, Instant Articles, FB In-Stream Videos, Right Hand Column, Marketplace, FB Stories (Facebook's "Family of Apps").

**Placement opt-outs** allow buyers to opt out of any placement across Facebook's "Family of Apps".

**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>

**Brand Safety Controls (Applicable to Instant Articles and In-Stream Video Only)** allow advertisers to define where their ads are displayed across Instant Articles and In-Stream Video.

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

Across all formats, including Feed, Facebook use a mix of AI, Machine Learning and human review to both prevent and remove content that violates Community Standards.

Facebook publish their results for doing this in their Transparency reports.

More Information can be found via the following link:

<https://transparency.facebook.com/community-standards-enforcement>

**Domain/app block lists (Applicable to Instant Articles and In-Stream Video Only)** 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.

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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 provide explanations on Partner 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. Links have been provided in previous sections.

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.

#### Content Review

Facebook has a set of Community Standards which lay out what is and isn't allowed on Facebook. Facebook uses a combination of artificial intelligence technology and reports from people to identify posts, pictures or other content that might violate the Community Standards. These reports are reviewed by the Facebook Community Operations team, who work 24/7 in over 50 languages. The results of this process can be viewed in the Facebook Transparency Report published quarterly

#### Partner Monetization Policies

Facebook leverages a combination of human review and technology to approve pages (sellers) that can monetize their videos and articles. This same combination is used on individuals that are reviewed for monetization.

To use any monetization features, the seller must comply with Facebook's policies and terms, including the Community Standards, Content Monetization Terms, Payment Terms, and Page, Groups and Events Policies. Partners that are violating policies regarding intellectual property, authenticity, and user safety, or are engaging in fraudulent business practices, may be ineligible to monetize using Facebook features.

Partners must have an authentic, established presence on Facebook — they are who they represent themselves to be, and have had a profile or Page on Facebook for at least 90 days (if a page violates the Community Standards Policies, the Partner Monetization Policies or the Content Monetization Policies, Partners can be demonetized either temporarily or permanently).

Additionally, some features like Ad Breaks (essentially In-Stream for "publishers") require a sufficient follower base — these are short ads that content providers can include in eligible videos, placed either at natural breaks or placements can be chosen.

**Placement opt-outs** allow buyers to opt out of any placement across Facebook's "Family of Apps".

**Artificial Intelligence (Applicable to Instant Articles and In-stream Videos only)**

Facebook also applies an additional level of artificial intelligence for Instant Articles and In-Stream Video to prevent ads from running within certain types of content. These additional brand safety controls are not applied across Facebook News Feed, Stories and Marketplace as ads are not embedded in the content, and users are familiar with the fact that adjacent posts where ads are not inside the creator content are not affiliated.

**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 (Applicable to Instant Articles and In-stream Video only)** allows buyers to filter certain types of video and article content in which they don't want their ads to be seen across Instant Articles and In-Stream Video. 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 Filter for Instant Articles and In-stream Video are available via the following link:

<https://www.facebook.com/business/help/468154293719742>

**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, Integral Ad Science and OpenSlate have completed integrations to be able to offer proprietary blocklist management, to help Facebook advertisers review content options and control where their ads will appear. Buyers work directly with either DoubleVerify, Integral Ad Science or OpenSlate to implement these features.

The Artificial Intelligence tool, Integral Ad Science and Openslate, mentioned above and through this document are not JICWEBS certified. DoubleVerify is 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.

**Content Removal**

Facebook uses a combination of artificial intelligence and reports from people to identify posts, pictures or other content that likely violate Community Standards. These reports are reviewed by the Facebook Community Operations team, who work 24/7 in over 50 languages. Content that does not comply with Facebook's policies, guidelines, and terms are removed, typically within 24 hours.

Information on how to report content that goes against our Community Standards is available at:

<https://www.facebook.com/help/1753719584844061>

Facebook's Terms of Service 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 Sellers, when a page violates the Community Standards Policies, The Partner Monetization Policies, or the Content Monetization Policies, Partners can be demonetized either temporarily or permanently.

**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’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 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.