

DTSG Brand Safety Certificate



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

Business/Brands Certified:
Instagram – Feed, Stories (excludes
Explore)

Service provided:
Platform

Month of verification:
July 2019

Good Practice Principles

How Instagram 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.

Sellers

Instagram does not facilitate an ad trading ecosystem, and therefore there are no sellers within the Instagram platform.

Content

All Instagram accounts are required to adhere to the following:

Instagram Community Guidelines:

<https://help.instagram.com/477434105621119>

Instagram Terms of Service:

<https://help.instagram.com/581066165581870>

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 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 agree to when buying on the Instagram Platform.

The Instagram Platform is a closed web environment where advertising is 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")

Placement opt-outs allow buyers to opt out of any placement across Facebook's "Family of Apps" including Instagram Feed and Instagram Stories.

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>

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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.

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

Specific brand safety provisions available to minimise the risk of ad misplacement are detailed at:
<https://www.facebook.com/business/help/1926878614264962>

Buyers are able to access information on placement 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 for example.

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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

Instagram has a set of Community Guidelines which lay out what is and isn't allowed on Instagram. Facebook (inclusive of Instagram) uses a combination of artificial intelligence technology and reports from people to identify pictures or videos that likely violate Instagram Community Guidelines. These reports are reviewed and actioned by the Facebook Community Operations team.

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Placement opt-outs allow advertisers to opt out of any placement across Facebook's "family of apps" including Instagram Feed and Instagram Stories.

Additional brand safety controls are not applied across Instagram News Feed and Stories, 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.

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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

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

The Artificial Intelligence tool mentioned above is not JICWEBS certified and has not been tested by ABC.

Information on how to report content that goes against Instagram Community Guidelines is available at:

<https://help.instagram.com/519598734752872>

Instagram's Terms of Service outlines the suspension and termination process for users.

The Terms of Use are available to view here:

<https://help.instagram.com/581066165581870>

Ad Takedown

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

Facebook (inclusive of Instagram) 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 Instagram'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, Instagram 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.