

UK Good Practice Principles certificate

DTSG UK BRAND SAFETY	JIC WEBS	VALID TO: 
	JANUARY 2020	



Company: Spotify Ltd.
 25 Argyll St,
 Soho,
 London,
 W1F 7TU
<https://www.spotify.com/uk/>

Business/Brands verified:	Spotify
Service provided:	Platform
Month of verification:	December 2018

Findings

Good Practice Principles	Description of compliance with the Principles
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.	<p>Digital display advertising transactions are governed by Spotify Insertion Orders (IOs), referencing Spotify's Advertising Program Terms and Conditions</p> <p>COMPANY's Advertising Program Terms and Conditions are available to view here: https://www.spotify.com/uk/brands/legal/advertiser-terms-and-conditions/</p> <p>With certain strategic clients, IOs may reference a purchaser's media buying terms. Third party terms are reviewed on a case- by- case basis.</p> <p>Sales of Spotify digital advertising inventory via Spotify's self-serve tool, Ad Studio, are governed by the Spotify Ad Studio Program Terms and Conditions which are available to view here: https://www.spotify.com/uk/brands/legal/advertiser-terms-and-conditions/#s2</p> <p>In addition, Spotify has agreements with individual supply side platform providers (SSPs) to cover programmatic media sales and which typically have terms that outline the types of advertisements that are permitted on Spotify inventory.</p>

Good Practice Principles	Description of compliance with the Principles
<p>2 A Primary Agreement, or the specific terms and policies within an agreed or signed contract, should include the Buyers and Sellers’ intention as to where the advertising should (or should not) appear.</p> <p>The Buyers and Sellers should select from one or both of the following means to minimise ad misplacement:</p> <p>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</p> <p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p>Spotify and buyers insertion orders contain intentions and targeting instructions of where advertising should (or should not) appear.</p> <p>For Ad Studio, targeting is selected directly by the advertiser and then reviewed within the platform.</p> <p>All inventory runs against Spotify’s logged in user base on the Spotify sites and apps.</p>
<p>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.</p>	<p>Spotify confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“We have a range of tools to help advertisers to make the most of this opportunity and execute targeted marketing campaigns on Spotify. One of these tools is our commitment to brand safety. Advertisers should feel comfortable with the environment through which their brand is communicated.”</p> <p>The Brand Safety Policy is available to view here: https://www.spotify.com/uk/brands/legal/advertiser-terms-and-conditions/#s5</p>
<p>4 Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>Spotify Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:</p> <p>“1. Prohibited Content: we’re an open platform for creative and artistic expression. We believe in everyone’s right to share their voice. However, we don’t support content that violates our guidelines & policies. More information can be found in our FAQs. Creators who repeatedly violate our policies risk losing access to our platform. We also have guidelines on the types of advertising that we don’t accept, which can be found in our Advertising Editorial Policies.</p> <p>2. Safeguards around Content on our platform: the Content on our platform is delivered to us by a variety of third parties that include record labels and Content aggregators. We enter into content licensing agreements with third parties, which involve safeguards around the types of Content on our platform.</p> <p>3. Ad placement targeting: targeting campaigns appropriately helps advertisers communicate their brand messaging to relevant audiences. We offer a variety of parameters to help advertisers achieve the degree of targeting that suits them. These include:</p> <ul style="list-style-type: none"> ● Age ● Gender ● Location ● Platform

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	<ul style="list-style-type: none"> ● Daypart ● Language ● Playlist ● Genre <p>We also offer exclusion targeting to remove certain audiences and Content from the scope of marketing plans.”</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>Spotify's takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“We investigate and take action: We encourage advertisers who have concerns over the placement of their ads to contact us. Those advertisers who place adverts via Spotify Ad Studio should contact Ad Studio Support -- all other advertisers should contact their Spotify sales representative. Our normal practice is to pause the advertiser’s campaign while we investigate what happened. We’ll take all reasonable steps to resolve any ad takedown requests promptly, but typically within 2 business days.”</p> <p>The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on either the Insertion Order or on a case by case basis with the buyer.</p>
6 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?	

Verified by

Company: ABC Ltd
 Saxon House,
 211 High Street,
 Berkhamsted,
 Hertfordshire.
 HP4 1AD



Statement of verification provider:	<p>We have reviewed Spotify’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.</p> <p>In our opinion, at the time of our review, Spotify had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.</p>
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About JICWEBS

JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) was created by the UK and Ireland media industry to ensure independent development of standards for measuring performance online and benchmarking best practice for online ad trading.

About Digital Trading Standards Group (DTSG)

The Digital Trading Standards Group (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 side platforms and publishers.