

DTSG Brand Safety Certificate



Total Media,
Waverley House,
7-12 Noel Street,
London,
W1F 8GQ
<https://www.totalmedia.co.uk/>

Business/Brands Certified:

Total Media

Service provided:

Agency

Month of verification:

February 2020

Good Practice Principles

How Total Media 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 Total Media's Media Plans, referencing the Total Media Terms and Conditions, as well as Total Media's Brand Safety Policy.

Total Media have also signed MSA's and IO's with Sellers, in which Total Media agrees to the Terms and Conditions of the Seller.

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.

Total Media's Media Plans contain intentions and/or targeting instructions of where advertising should (or should not) appear.

The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:

Total Media implement blocking within their programmatic sellers for the following types of content:

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

- Mature Audiences
- Content not yet labelled
- Sensitive subjects including tragedy, conflict and sensitive social subjects...
- Profanity

B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

Buyers can also provide total Media with their own blacklist to run against their campaigns.

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.

Total Media confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy contained within the Total Media Plans.

The Brand Safety Policy States:

"Total Media are committed to ensuring our clients are protected as far as possible in terms of ... Brand Safety We deliver this through a number of measures"

<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>Total Media explains the processes applied to minimise ad misplacement in their Brand Safety Policy included in their Media Plans for all clients. It states:</p> <p>“Blacklists</p> <p>We run client-specific blacklists, to ensure your activity only runs in approved environments. As an additional measure on the biddable channel used, Total Media also exclude the following:</p> <ul style="list-style-type: none"> • Most audiences with parental guidance • ‘Mature audiences’ – excludes videos with mature themes • Content not yet labelled • Sensitive subjects (tragedy and conflict; sensitive social issues; sexually suggestive content, sensational and shocking content; profanity and rough language <p>Verification Providers</p> <p>We work with verification partners IAS” (non-JICWEBs certified)... “to monitor and address... brand safety.”</p> <p>Total Media implements channel whitelists when advertising on YouTube, and advertises exclusively in newsfeed when advertising on Facebook.</p> <p>Total Media also have the ability to facilitate Keyword Blocking on campaigns upon client request.</p>
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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>Total Media’s take down policy is detailed in their Brand Safety Policy which is contained within all media plans. The take down policy states:</p> <p>“If for any reason our clients’ advertising appears in unsuitable environments, we will implement our takedown procedure...</p> <p>...Once received, activity will be paused while the placement is investigated, with takedown requests being implemented within 24 hours at the very latest”</p> <p>Takedown requests can be submitted by clients to their account manager, who will then communicate this request to the ad ops team, and the campaign will be paused pending investigation.</p> <p>The contractual consequences of any failure to monitor this process and respond appropriately to ad misplacement are agreed with clients on a case by case basis.</p>
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<p>6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>	<p>Total Media have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>
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<p>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?</p>	<p>-</p>
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Statement of verification provider:

We have reviewed Total Media'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, Total Media 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.