

# UK Good Practice Principles certificate



Company: Ziff Davis  
 18 Mansell Street  
 London  
 E1 8AA  
<https://www.ziffdavis.com/>

Business/Brands verified:	Ziff Davis
Service provided:	Publisher / Content Creator, Reseller
Month of verification:	December 2018

## Findings

Good Practice Principles	Description of compliance with the Principles
<p><b>1</b> 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>	<p>Digital advertising transactions are governed by Ziff Davis' Insertion Orders, referencing the IAB Standard Terms &amp; Conditions for Internet Advertising.</p> <p>Ziff Davis can also agree to buyers Insertion Orders containing the buyers' Ts&amp;Cs.</p> <p>Ziff Davis also has signed primary agreements with SSP's and exchanges.</p>
<p><b>2</b> 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> <ul style="list-style-type: none"> <li>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</li> <li>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</li> </ul>	<p>Ziff Davis and buyers' Insertion Orders contain intentions of where advertising should appear.</p> <p>Ziff Davis has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.</p>

Good Practice Principles	Description of compliance with the Principles
<p><b>3</b> 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>Ziff Davis confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Guidelines which states:</p> <p>“Ziff Davis International, Ltd (“Ziff Davis UK”) takes brand safety seriously, and continuously look for ways to minimize ad misplacement and improve our procedures.”</p> <p>The Brand Safety Guidelines are available at the following link: <a href="http://ads.ign.com/uk-specs/docs/brand-safety-guidelines.pdf">http://ads.ign.com/uk-specs/docs/brand-safety-guidelines.pdf</a></p> <p>A link to the Brand Safety Guidelines is also included in staff email signatures.</p>
<p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>Ziff Davis’ Brand Safety Guidelines explain the processes applied to minimise ad misplacement as follows:</p> <p>“Ziff Davis UK reserves the right to remove or reject any ads, software code (pixels, tags, JavaScript, etc.) or websites to which ads are linked where Ziff Davis UK determines that they do not comply with the policies posted by Ziff Davis UK or with applicable law.”</p> <p>“In light of the above, Ziff Davis UK specifically prohibits the following content categories for advertisements across Ziff Davis UK entities:</p> <ul style="list-style-type: none"> <li>• Nudity and pornographic content</li> <li>• Profanity and other offensive language</li> <li>• Hate speech and other forms of discrimination</li> <li>• Unlicensed or illegal content</li> <li>• Assisting with, condoning, or promoting illegal activity or substances</li> <li>• Cyber bullying</li> <li>• Physical, mental, or emotional violence or abuse</li> <li>• Breach or infringement of copyright or other intellectual property rights</li> <li>• Firearms, firearm parts, weapons, fireworks, firearm accessories and ammunition</li> </ul> <p>Ziff Davis UK may include additional content categories at any time in its sole discretion.”</p> <p>“Ziff Davis UK maintains a restricted site list of owned and operated websites and exclusive third party media partners, whereupon advertisements are placed against relevant content for user viewership. These websites undergo a...internal vetting process and are...maintained and/or reviewed...”</p> <p>“Furthermore...Ziff Davis UK relies on its use of contextual keyword targeting and first party audience data.”</p> <p>“...Ziff Davis UK allows and welcomes the use of third party verification tools...Since Ziff Davis UK does not actively implement ad verification tools, we cannot guarantee that some are used. Verification may therefore take place without any involvement from Ziff Davis UK.”</p>

Good Practice Principles	Description of compliance with the Principles
<p><b>5</b> 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>Ziff Davis’ takedown policy is included in their Brand Safety Guidelines and states:            “Ziff Davis UK wants to ensure that ad placements are proper and compliant. Advertisers should contact their sales representative if they believe an ad placement is inappropriate or otherwise does not comply with the agreed upon terms. In the event an advertiser requests for an ad to be taken down due to ad misplacement, Ziff Davis UK will action this request within 2 business days. The effects of takedowns are evaluated on a case by case basis and are dictated by the Insertion Order and/or other agreement entered into between Ziff Davis UK and advertiser.”</p>
<p><b>6</b> 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>	

**Verified by**

Company: ABC Ltd  
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 HP4 1AD



<p>Statement of verification provider:</p>	<p>We have reviewed Ziff Davis’ 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, Ziff Davis 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.