

# DTSG Brand Safety Certificate



Omnicom Media Group UK  
 Limited  
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**Business/Brands Certified:**  
 Omnicom Media Group UK (including  
 Hearts & Science UK, OMD UK, PHD  
 UK and Manning Gottlieb OMD)

**Service provided:**  
 Agency

**Month of verification:**  
 February 2020

## Good Practice Principles

## How Omnicom Media Group UK 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.

There is an overarching contract in place between OMG UK and its clients. The OMG UK client Ts & Cs are based on the ISBA Media Agency framework for digital buying and brand safety.

All sellers / suppliers are required to accept / sign Omnicom Media Group UK (OMG UK) agency Insertion Orders (IO's) which contain their Terms and Conditions with vendors (T&Cs).

OMG UK also have specific Digital T&Cs in place which supersede the IO T&Cs in the event of any conflict.

OMG UK have a Digital Master Service agreement that is agreed by inventory suppliers / Media Owners.

OMG UK also have agreements with Publishers / Media Owners which agree to the seller's Ts & Cs.

**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.

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).

OMG UK use various channels to ensure specific terms, inclusions and exclusions are explicit to both Buyers and Sellers.

OMG UK Agency IOs and Targeting Plans contain intentions of where advertising should (or should not) appear.

OMG UK has an appropriate schedule (inclusion list) of vetted sites and apps that are applied to all campaigns unless a buyer specifically requests not to.

In addition to this, OMG UK has a master inappropriate schedule (exclusion list) which is applied across all campaigns.

OMG UK will also implement client specific inclusion and/or exclusion lists when required.

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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. In the absence of specific provisions, then as a minimum, a statement of reasonable endeavours is required.

OMG UK confirms the specific provisions applied to minimise the risk of ad misplacement in their Display and Video Brand Safety Policy which states:

"This document outlines Omnicom Media Group UK's (OMG UK) approach to ad misplacement and the protocols we have in place to significantly minimise the risk of our clients' campaigns appearing in inappropriate environments."

"We take a....multi-layered approach that combines both human and technology input, including Demand Side Platform (DSP) features, third party verification technology and proprietary products."

OMG UK communicates the processes and procedures to minimise the risk of ad misplacement via their brand safety policy by email.

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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.

OMG UK apply vetting processes across key areas as detailed below:

#### Site Vetting:

The OMG UK site vetting process includes automated and manual vetting by the Inventory team. If a site passes the requirements it will be added to the OMG UK Master inclusion list, if it fails it will be added to the OMG UK Master Exclusion list.

#### Inclusion and Exclusion Lists:

The OMG UK Inclusion and Exclusion lists are run against all campaigns and integrated with their DSPs.

OMG UK will also run client specific Inclusion and Exclusion lists when requested.

As standard best practice OMG UK will apply page-level content and keyword exclusion targeting where technically possible to help exclude specific pages of undesirable content.

In instances where a platform or format does not support keyword blocking or can impact delivery, OMG UK works with publishers to apply OMG UK's keyword block list on their side.

#### CV Tools:

OMG UK will run either the Integral Ad Science (IAS) Adsafes Firewall or DoubleVerify, (both non JICWEBS certified tools) on all campaigns where technically possible or unless a buyer requests not to run it.

OMG UK also apply Moderate to High Risk IAS pre-bid Brand Safety category settings to all campaigns including:

- Adult
- Alcohol
- Drugs
- Hate Speech
- Gambling
- Illegal Downloads
- Offensive Language
- Violent content

The OMG UK Inventory Team monitors alerts across DSPs identifying websites with high IAS or DV block rates and will remove any supply sources repeatedly flagged as suspicious by IAS or DV.

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## How Omnicom Media Group UK complies

### Social Media and 3rd Party Platforms:

OMG UK use a combination of proprietary and 3rd party tools on YouTube ad campaigns to flag content that is unsuitable for advertising. These videos are manually checked and a blacklist is maintained of videos and channels that advertising will not appear against.

Facebook has been integrated with DoubleVerify for in-stream video advertising.

OMG UK do not run campaigns on the Facebook Display Network.

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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.

OMG UK's Takedown policy states:

"We ask clients to notify their Account Director, Business Director or Managing Partner by phone or email, clarifying the website they would like their campaigns to stop serving on.

The campaign will be paused after receiving communication from the client and a written confirmation will be sent by email to the client (to ensure due diligence) whilst the relevant teams conduct a full investigation as necessary.

All takedown requests received within UK business hours (Monday-Thursday 9.30am-5.30pm, Friday 9.30am-5pm) will be actioned within 3 hours, and where possible this will be done immediately.

Any takedown request falling outside of business hours will be actioned as soon as possible."

The contractual consequences of an ad not being taken down in line with OMG UK's Takedown policy is agreed between OMG UK and their Suppliers / Advertisers on a case by case basis.

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The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

OMG UK have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

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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?

All applicable Brand Safety policies and controls are addressed above.

## Statement of verification provider:

We have reviewed Omnicom Media Group UK'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, Omnicom Media Group UK had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

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JICWEBS Standard:



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Verified by:



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Address:

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

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### 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.