

# A QUICK GUIDE FOR SIGNATORIES



# WHAT IS IT AGAIN?

JICWEBS is an independent, cross-industry organisation that was created to bring trust and transparency to digital advertising.

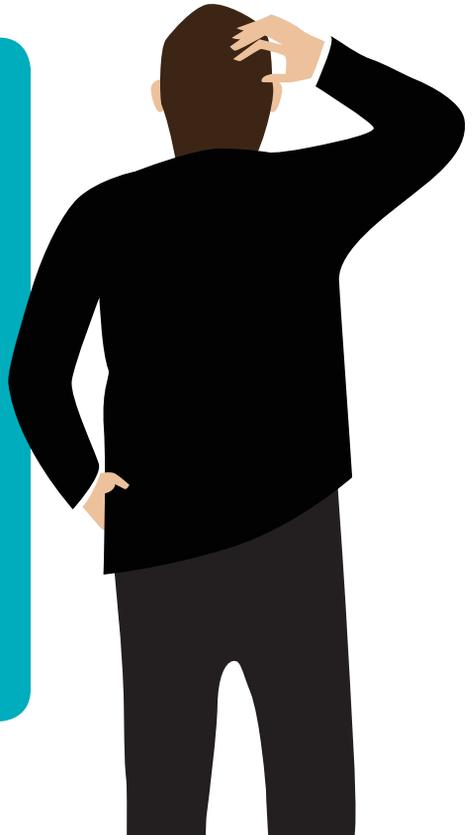
The 4 digital advertising trade bodies behind JICWEBS are:



JICWEBS set standards that companies can be independently verified to. The standards are defined by cross-industry working groups and the representatives on those groups join through their trade bodies.

JICWEBS' initiatives enable the UK digital industry to regulate itself to minimise the risks around brand safety and fraud. All organisations that believe in demonstrating the value of quality digital advertising execution should commit to these initiatives to increase trust and transparency in digital advertising

**Bethan Crockett,**  
Digital Risk Director,  
Group M



Alongside our clients, simply put, we will ONLY trade with other companies that have also received or are in the process of receiving JICWEBS Certification

**Leena Vara-Patel,**  
Operations and Ad Tech Director,  
Agenda21

## SO HOW DOES THAT WORK?

Because the working groups that define JICWEBS' standards are formed from across the industry, the whole industry can use these standards to self-regulate, and have a say in what they are, and how they evolve.

Though JICWEBS is a UK initiative, it also has global relevance. Many JICWEBS signatories operate on a global scale and JICWEBS has formed a partnership with US-based TAG – The Trustworthy Accountability Group – to ensure global consistency in tackling digital advertising challenges.



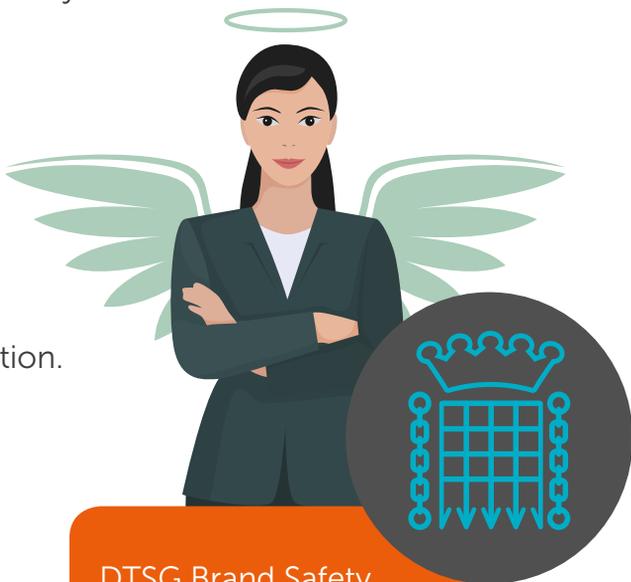
# AND WHY ARE WE SIGNED UP TO JICWEBS?

Signing up with JICWEBS shows you're committed to transparency in digital advertising.

In April 2018, a House of Lords select committee on digital advertising recommended companies sign up with JICWEBS and commit to self-regulation.

If you don't then the government will look to legislate – so it's really important to be signed up to maintain influence over what and how we set standards.

More and more agencies and advertisers will only trade with JICWEBS signatories. Signing up gives you a real commercial advantage in a crowded marketplace.



DTSG Brand Safety standards are expected of all Havas' trading partners, which is why we are keen to secure the certification ourselves. It's vital that our clients know we are taking the strongest possible proactive steps to protect the integrity of the whole digital ad supply chain.

**Simon Bevan,**  
Chief Investment Officer of  
the Havas Media Group

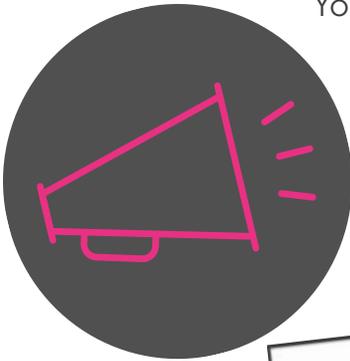
'I wouldn't entertain a conversation with anyone who is not on the JICWEBS list. For smaller advertisers it offers safety without needing to spend time and money checking who is transparent, safe and can be trusted'

**Sam Taylor,  
Head of Group Commercial Marketing,  
Direct Line**

# THAT'S GREAT...

## NOW HOW DO I LET PEOPLE KNOW WE'VE SIGNED UP?

Be clear with your suppliers that you're a JICWEBS signatory and are listed at [www.jicwebs.org](http://www.jicwebs.org).



You can include your JICWEBS seal on your email signature or any other communications you do.

You've signed up to be transparent and support self regulation, so make sure you share that!



[www.jicwebs.org](http://www.jicwebs.org)  
[info@jicwebs.org](mailto:info@jicwebs.org)