

DTSG Brand Safety Certificate



Amazon Advertising
 Amazon Europe Core S.à.r.l.
 38 Avenue John F. Kennedy
 Luxembourg, 1855
 Luxembourg, Europe
<https://advertising.amazon.com>

Business/Brands Certified:

Amazon Advertising

Service provided:

Publisher / Content Creator,
 Technology

Month of verification:

May 2019

Good Practice Principles

How Amazon Advertising 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.

Buyers agree to the [Amazon Advertising Terms and Conditions](#), which include adherence to the [Amazon Advertising General Policies](#).

Sellers agree to the [Amazon Publisher Services Agreement](#), which include adherence to the [Editorial Adjacency Policy](#).

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).

Amazon Advertising offers Managed Service and Self Service solutions. For Managed Service solutions, buyer and seller intentions for campaigns are provided in Insertion Orders. For Self Service solutions, the buyer intentions are directed by the buyer through the user interface (UI).

Amazon Advertising offers integration with several independent Content Verification tools.

Advertisers can create inventory whitelists and blacklists at the advertiser level and at the campaign level through the user interface (UI).

3 Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly.

Amazon Advertising makes the following statement of reasonable endeavors, "We endeavor to enforce our Editorial Adjacency Policy," which can be viewed here: <https://ams.amazon.com/webpublisher/apsmanaged/apspr ogrampolicy.html#1>

- 4 Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.
- Amazon Advertising employs multiple solutions to minimize the risk of ad misplacement, including:
- Enterprise level blacklists
 - Robust site review and on-boarding process, including human and technologies reviews
 - Pre bid filters, including multiple third party, JICWEBS certified, Content Verification tools (comScore, Double Verify, Integral Ad Science)
 - Post impression, third-party brand safety and measurement tools.

- 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.

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.

Sellers:

The Amazon Publisher Services Agreement states the contractual consequences of ad misplacement:

"Terms Applicable to Programmatic or Non-Programmatic Ads

a. Ad Placement and Positioning

- i. **Compliance with Ad Requirements.** *Unless we request otherwise in writing, Ads will run solely on Sites that are approved by us in advance in writing.*
 - ii. **No Pop-ups; Video Ads.** *You will not deliver any Ad on or within any pop-up or pop-under windows. The sound of video Ads may not be muted by the video player or by you. You will comply with the [Video Policy](#) with respect to all Ads that appear on Your Properties.*
- b. Removal of Ads; Modification of Ads.** *You reserve the right to reject or remove any Ads that do not comply with your policies or any applicable Laws. You will remove Ads from the Site within 24 hours of our request. You will not edit or modify the Ads in any way."*

Buyers:

The Amazon Advertising Terms and Conditions state the contractual consequences of non-performance:

"Rejection or Removal of Ad. Without limiting the foregoing, Amazon may reject or at any time remove an Ad or any portion thereof if: (a) it is directed to do so by any law enforcement agency, court, government agency or industry organization; or (b) such Ad, or any portion thereof (including the advertised product/service): (i) does not meet Amazon's product, quality and/or advertising standards or criteria as specified in the guidelines provided by Amazon and as set out on Amazon's website "Advert Specs & Policies"; (ii) violates any applicable law, rule or regulation including any applicable industry standard; (iii) does not contain legally required information (e.g. in relation to the advertising of regulated products); (iv) in Amazon's own discretion, may cause damage to Amazon's reputation or that of its Affiliates or incur any liability for Amazon or its Affiliates; or (v) may have a negative effect on the Amazon user experience."

Good Practice Principles

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Amazon Advertising Take Down Policies:

Inventory -

"Should any Ad appear on any Site in violation of the [Editorial Adjacency Policy](#), you will, within 24 hours of the earlier of notice or discovery of the violation, remove the Ad or otherwise correct the violation..." If the violation of [Editorial Adjacency Policy](#) results in under-delivery, section 3(k) of the Terms Applicable to Non-Programmatic Ads will apply."

Advertiser –

"Amazon reserves the right to reject, remove or request modifications to an ad in its sole discretion, for any reason. Amazon may suspend or terminate your ad account(s) for severe or repeated Ad Policy violations. For those policies that require prior approval by Amazon, please engage your appropriate client support team."

<https://advertising.amazon.com/resources/ad-policy/en/creative-acceptance>

Advertisers using Amazon Advertising's Self Service products can pause and/or terminate campaigns immediately via the Amazon UI.

Managed Service advertisers may pause and/or terminate campaigns by notifying their Account Manager. Once Amazon Advertising is notified of a Brand Safety concern, campaigns are paused immediately and an inquiry ticket is created. Brand Safety tickets receive priority processing.

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?

All applicable Brand Safety policies and controls are addressed above.

Statement of verification provider:

We have reviewed **Amazon Advertising's** policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG UK Good Practice Principles. Our examination was 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, **Amazon Advertising** had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

BPA Worldwide
Second Home Clerkenwell Green
45-47 Clerkenwell Green
Clerkenwell, London
EC1R 0EB
United Kingdom
www.bpaww.com

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.