

DTSG Brand Safety Certificate



Amazon Advertising
 Amazon Europe Core S.à.r.l.
 38 Avenue John F. Kennedy
 Luxembourg, 1855
 Luxembourg,
 Europe

Business/Brands Certified:

Amazon Advertising

Service provided:

Publisher/Content Creator/Technology

Month of verification:

April 2020

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 [Ad Specs and 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 provides continuous brand safety scanning with multiple third party Content Verification services. Amazon Advertising also provides integration with additional third party Content Verification services which may be added at the buyer's selection.

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

Amazon Advertising makes the following statement of reasonable endeavors, "We endeavor to enforce our [Editorial Adjacency Policy](#)."

4 Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavors.

Amazon Advertising makes the following statement of reasonable endeavors, "We endeavor to enforce our Editorial Adjacency Policy." Amazon Advertising employs multiple solutions to minimize the risk of ad misplacement, including:

- Robust publisher review and on-boarding process, including human and technologies reviews
- Continuous brand safety scanning with multiple third-party Content Verification services
- Pre bid filters, including multiple third-party, JICWEBS certified, Content Verification tools
- Post impression, third-party brand safety and measurement tools
- Enterprise level blacklists
- Advertisers can create inventory whitelists and blacklists at the advertiser level and at the campaign level

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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.

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...

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 [Creative Acceptance Policies](#) state:

“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.”

Amazon Advertising Take Down Policies:

Publisher -

“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.”

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.”

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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.

Amazon Advertising has established procedures in place for handling, tracking, and monitoring DTSG Logged complaints in accordance with the DTSG Good Practice Principles.

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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 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

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.