

DTSG Brand Safety Certificate



IPG Mediabrands
 42 St John's Square,
 London,
 EC1M 4EA
<https://www.ipgmediabrands.com/>

Business/Brands Certified:
 UM, Initiative, Cadreon

Service provided:
 Agency

Month of verification:
 July 2019

Good Practice Principles

How IPG Mediabrands 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.

Digital advertising transactions are governed by IPG Mediabrands (IPG) trading agreements and media plans, referencing IPG's standard Terms and Conditions.
 IPG also have signed Master Service Agreements with DSPs and Insertion Orders with Publishers.

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).

The IPG Media Plans contain intentions and targeting instructions of where advertising should (or should not) appear.
 IPG has an inappropriate schedule (blacklist) which is run across all campaigns.
 Buyers can also provide IPG with their own whitelist or blacklist to run against their campaigns.
 IPG is able to use the DV Digital Impression Quality - Real-Time Ad Blocking tool by DoubleVerify.

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

IPG confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Process Document which states:
 "To safeguard our clients' brands and control media standards we follow strict buying protocols to ensure brands are appearing in quality media placements and environments.

Good Practice Principles

How IPG Mediabrands complies

Brand Safety is an important consideration for this as without protection, poorly placed ads can impact the consumer's perception of brands. This does not only apply to user generated content (where a brand can be seen to 'fund' creators of unsafe content) but in almost any context on the web because of association to the content where the ads appear."

IPG has communicated the processes and procedures to minimise the risk of ad misplacement via their Brand Safety Process Document.

4

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

IPG's Brand Safety Process Document explains the processes applied to minimise ad misplacement as follows:

"We use pre-bid, domain level programmatic filtering technology for the Open Exchange to optimise toward quality inventory. We are agnostic and set up to implement IAS, Double Verify, Grapeshot and others. When using pre-bid technology, we will also apply comprehensive blacklists which are customisable by client.

If the circumstances call for whitelisting, then we provide agency verified domain lists or we can create custom lists. Site and keyword blacklists are used wherever possible. For YouTube brand safety specifically we employ the most conservative tactics available, with techniques and the use of 3rd Party solutions varying market to market depending on availability of technology."

"As a final step for protection we will use the preferred third party verification partner to employ their creative blocking capabilities to provide an extra layer of protection should we win a bid on a domain that has passed our pre-bid vetting, yet the page level is not suitable (e.g. plane crash on a reputable news site)."

IPG uses the (non JICWEBS certified) CV tool The Ad Safe Firewall by Integral Ad Science as pre-bid via their DSP and post-bid blocking on all campaigns. The tool is set to block Moderate / High Risk on all categories. IPG is also able to implement a keyword blacklist via the tool.

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.

IPG's takedown policy is included in their Brand Safety Process Document and states:

"Our takedown policy is 24hours within notification of an incident."

The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on a case by case basis with the buyer.

IPG has communicated their take down processes and procedures via their brand safety process document.

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?

Statement of verification provider:

We have reviewed IPG Mediabrands' 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, IPG Mediabrands had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

ABC
Saxon House
211 High Street
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HP4 1AD

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.