

DTSG Brand Safety Certificate



eBay (UK) Limited
 1 More London Place
 London
 SE1 2AF
<https://www.ebay.co.uk/>

Business/Brands Certified:

eBay

Service provided:

Platform

Month of verification:

November 2019

Good Practice Principles

How eBay 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 Buyers Insertion Orders (IOs) referencing the Buyers Terms & Conditions (Ts & Cs).

eBay also has their own IOs which buyers can sign, agreeing to the eBay Advertising Ts & Cs which are available to view here:

<https://pages.ebay.co.uk/advertising/terms/>

eBay also has in place Trading Agreements with agency holding groups.

eBay has contracts with programmatic partners to facilitate programmatic buying.

Buyers using eBay's self-serve system agree to the DanAds Terms and Conditions, eBay Terms and Conditions and eBay Privacy Policy.

DanAds Terms and Conditions

<https://ebayadmanager.com/terms-and-conditions#danads-terms>

eBay Terms and Conditions

<https://ebayadmanager.com/terms-and-conditions#terms>

eBay Privacy Policy

<https://www.ebay.co.uk/help/policies/member-behaviour-policies/user-privacy-notice-privacy-policy?id=4260>

Item Sellers

Users listing items on the eBay site must accept the eBay User Agreement when registering an account. This agreement includes rules for using the eBay platform including a link to the eBay Prohibited and Restricted Items Policy.

The eBay User Agreement is available at the following link:

<https://www.ebay.co.uk/help/policies/member-behaviour-policies/user-agreement?id=4259>

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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).

eBay and buyers' insertion orders contain intentions of where advertising should (or should not) appear, with buyers able to target specific eBay audiences.

Buyers can target specific areas of the site using keywords. Buyers using DanAds for self-serve also have these options available when setting up a campaign.

eBay's site (ebay.co.uk) acts as an appropriate schedule for all campaigns.

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.

eBay confirms the specific provisions applied to minimise the risk of ad misplacement in their Prohibited & Restricted Items Policy which states:

"While you can sell almost any item on eBay, maintaining the safety of our community is a responsibility we take very seriously."

The Prohibited & Restricted Items Policy is available at the following link:

<https://www.ebay.co.uk/help/policies/prohibited-restricted-items/prohibited-restricted-items?id=4207>

This policy is also included in the User Agreement which all item sellers must accept when creating their account in order to upload content.

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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.

eBay's Prohibited & Restricted Items Policy details the items which are either restricted or completely banned from being listed on the eBay site. If a user is found to violate these policies, through human review or being reported by another user, the user account will be suspended.

eBay have an advertising policy which contains guidelines for the content of ads:

"We do not accept advertising related to or encouraging any sensitive or offensive matters or that conflict with the eBay brand, including, but not limited to:

- Illegal gambling
- "Bait and switch" tactics
- Products with exaggerated, questionable, or unrealistic health claims
- Promotion, glorification, or any suggestion of violence, crime, sex, obscenity, military conflict, terrorism, hate speech, or unlawful activity
- Firearms, ammunition, weapons, or explosives
- Nudity
- Adult content, including adult sexual products – subject to approval
- Illegal drugs or substances
- Religion or politics..."

Direct managed and self-serve campaigns can also be targeted towards different eBay listing categories to ensure contextual relevance for campaigns.

Good Practice Principles	How eBay complies
	<p>eBay use Integral Ad Science (non-JICWEBS Certified) to score eBay inventory and assign a risk category. This gives programmatic buyers the ability to target campaigns based on their specific brand safety preferences.</p>
<p>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.</p> <p>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.</p>	<p>eBay's Take Down Policy is available within the Advertising Policy and states:</p> <p>"...in the event that an advertiser deems that an ad placement on ebay.co.uk has been served in an inappropriate environment and requires the placement (or entire campaign) to be removed, they should contact their sales representative or advertisinguk@ebay.com to request the advertisement(s) are actioned. For direct campaigns, ebay.co.uk will remove the relevant ad placements within two working days. For programmatic campaigns ebay.co.uk will, if required, assist advertisers to change the targeting of the campaign to remove it from the inappropriate environment. Based on the complexity of these types of requests this will take between 2 and 14 working days."</p> <p>eBay's Advertising Policy is available at the following link: https://pages.ebay.co.uk/advertising/advertising-policy.html#ad</p>
<p>6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>	<p>eBay have an internal procedure in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>
<p>7 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?</p>	<p>All applicable Brand Safety policies and controls are addressed above.</p>

Statement of verification provider:

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

JICWEBS Standard:



Verified by:



Address:

ABC Ltd
Saxon House
211 High Street
Berkhamsted
Hertfordshire
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.