

DTSG Brand Safety Certificate



Twitter UK
 20 Air Street
 London
 W1B 5AD
<https://twitter.com/home>

Business/Brands Certified:
 Twitter UK excluding Twitter Audience Platform and Periscope

Service provided:
 Platform

Month of verification:
 October 2019

Good Practice Principles

How Twitter 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.

Users

All Twitter users, including buyers and publishers monetizing their content on the platform are required to adhere to the Twitter Terms of Service, Twitter Rules and Policies and Twitter Privacy Policy.

Twitter Terms of Service
<https://twitter.com/en/tos>

Twitter Rules and Policies
<https://help.twitter.com/en/rules-and-policies>

Twitter Privacy Policy
<https://twitter.com/en/privacy>

Sellers

Where Publishers monetize their content within the Twitter Platform (Sponsorship and Instream Video only) there are additional agreements in place which contain additional terms and conditions as well as links to the policies listed above.

Buyers

Digital display advertising transactions are governed by Twitter Insertion Orders, referencing the Twitter Master Service Agreement.

The Twitter Master Service Agreement is available to view here:

<https://legal.twitter.com/ads-terms/international.html>

Self-serve buyer also agree to the Twitter Master Service Agreement prior to the campaign commencing.

<p>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.</p> <p>The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:</p> <p>A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or</p> <p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).</p>	<p>The specific terms and policies described in Principle 1 detail the terms the buyers and sellers agree to when buying or selling on the Twitter Platform.</p> <p>Ads are placed on the Twitter Platform only - which is a closed web environment.</p> <p>Buyers have the option to implement a number of targeting intentions on the platform as follows:</p> <ul style="list-style-type: none"> - Buyers are automatically opted into all placements over Twitter including Twitter Audience Network. Buyers have the option to opt out of each of each placement. - Audience targeting provides multiple targeting tools to reach the buyers intended audience. These include, Location Targeting, Custom Audiences, Demographics Targeting, Interest & Behaviour Targeting, Follower Targeting and Lookalike Targeting. <p>More information on the targeting above can be found via the following links:</p> <p>Geo, Gender, Language and Age: https://business.twitter.com/en/help/campaign-setup/campaign-targeting/geo-gender-and-language-targeting.html</p> <p>Device, Carrier and New Mobile User: https://business.twitter.com/en/help/campaign-setup/campaign-targeting/device-carrier-and-new-mobile-user-targeting.html</p> <p>Keyword: https://business.twitter.com/en/help/campaign-setup/campaign-targeting/keyword-targeting.html</p> <p>Additional Brand Safety Controls (Applicable to Monetized Content - Instream Video Ads and Sponsorship)</p> <p>Publishers are vetted by Twitter prior to being accepted to monetize their content – creating a whitelist of publishers.</p> <p>Buyers may exclude publisher content based on their Twitter handle or specific types of content.</p> <p>For Sponsorship ads there is direct communication between Twitter and the buyer to agree the placement of the ads.</p>
<p>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.</p>	<p>Twitter's policies, guidelines, and terms provide explanations on partner eligibility requirements, video eligibility criteria, video targeting and exclusion capabilities, and violation reporting and enforcement.</p> <p>All policies, guidelines, and terms are public and can be accessed by buyers and sellers. Links have been provided in previous sections.</p> <p>Buyers and Sellers are able to access information on these provisions as they go through Ads Platform: https://business.twitter.com/en/a/get-started.html</p> <p>The provisions available are specific to the type of campaign objective. There are also "Learn more" buttons which take the user to the pages noted in previous sections.</p>

Additionally, Twitter regularly meet and train buyers on platform health and the Brand Safety options available to them within the Twitter Platform.

4

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

Content Review

Twitter has a set of Rules which lay out what is and isn't allowed on the platform. Twitter uses a combination of machine learning technology and reports from users to identify (and remove if appropriate) content that may violate the Rules. These reports are reviewed and actioned by the Twitter Operations team.

Instream Video Ads and Sponsorship

Twitter have partnered with a number of Publishers who are able to monetize their video content on the Twitter Platform. All publishers have been vetted prior to being able to monetize.

Twitter provides training for the publisher on the type of content that is allowed to be monetized on the platform. All video content is reviewed prior to being able to be monetized on the Twitter Platform

Twitter operate a 3 strike system where a publisher uploads an inappropriate video as follows:

- **Strike 1:** Monetization is removed from the video and publisher is sent a warning within the Twitter Platform.
- **Strike 2:** Monetization is removed from the video and publisher will be unable to monetize videos for one week.
- **Strike 3:** Publisher is removed from the Publisher Program and publisher will be unable to monetize videos for six months.

Placement opt-outs allow buyers to opt out of any placement across Twitters campaign objectives.

The machine learning tool, mentioned above and through this document is not JICWEBS certified.

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.

Content Removal

Twitter uses a combination of machine learning and reports from users to identify content that may violate the Twitter Rules. These reports are reviewed by the Twitter Operations team. Content that does not comply with Twitter's policies, guidelines and terms are removed.

Information on how to report content that goes against the Twitter Rules is available at:

<https://help.twitter.com/en/rules-and-policies/twitter-report-violation>

Twitter's Help Pages outlines the suspension process for users via the following link:

<https://help.twitter.com/en/managing-your-account/suspended-twitter-accounts>

Good Practice Principles	How Twitter complies
	<p>Ad Take Down</p> <p>All buyers within the Twitter platform are self-serve and therefore have the ability to access their ad account and remove an ad. Buyers may also contact their account manager who will be able to assist in taking down an ad.</p> <p>Additionally users can raise a ticket with the Twitter Help platform and will be directed on how to take down an ad: https://ads.twitter.com/en/help</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>Twitter have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaints Monitoring Procedure</p>
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<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>	
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Statement of verification provider:

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

JICWEBS Standard:



Verified by:



Address:

ABC
 Saxon House
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 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.