

DTSG Brand Safety Certificate



Haymarket
 Bridge House
 69 London Road
 Twickenham
 TW1 3SP
<https://www.haymarket.com/>

Business/Brands Certified:
 Whatcar.com, Autocar.co.uk,
 Classicandsportscar.com,
 Catmag.co.uk

Service provided:
 Publisher / Content Creator

Month of verification:
 April 2020

Good Practice Principles

How Haymarket 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 display advertising transactions are governed by insertion orders (IOs) referencing buyer's terms and conditions.

Haymarket also have agreements with Ad Exchanges and SSPs and agree to the partner's Terms and Conditions.

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.

Buyers' insertion orders contain intentions and/or targeting instructions of where advertising should (or should not) appear.

The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:

Haymarket's owned and operated sites constitute the available appropriate schedule for buyers, who can target the sites or sections of their choice.

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).

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.

Haymarket confirm the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

"Haymarket Automotive takes brand safety seriously and this charter sets out the standards that hold ourselves accountable to, with respect to digital advertising."

Haymarket communicates the processes and procedures to minimise the risk of ad misplacement via their brand safety policy by email.

4

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

The Haymarket Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

“White Listing

Haymarket operates a white listing policy to ad placement as standard. Site content is well defined and is deemed safe for advertising.

Advertising is accepted to run on Haymarket Automotive properties with clear intentions of where advertising should or should not appear.

All advertising is set to run on Haymarket named properties:

- Whatcar.com
- Autocar.co.uk
- Classicandsportscar.com
- Catmag.co.uk

Advertisers may choose selected pages, sections of sites, content types or audience segments within those named sites.

Black Listing

Whilst the content we produce is high quality and safe for advertising, occasional articles might conflict with the marketing requirements for individual campaigns.

We can therefore adhere to specific blacklisting of Haymarket content as supplied by our advertisers which can be managed through negative contextual targeting of specific articles, pages or content types.”

“User Generated Content

Advertising may appear alongside Trade or Private sellers automotive adverts which are written by the sellers. These adverts are approved by our in house team before going live.”

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.

The Haymarket takedown policy is included within the Brand Safety Policy and states:

“In the event that an advert appears against content that a client deems inappropriate, the client should first contact their Account Manager. Alternative contacts are the client’s nominated Media Planner, Campaign Manager or Head of Ad Operations.

All requests received within normal UK business hours (Monday-Friday 9.30am-Friday 5.30pm) will be actioned within 1 working day, with best endeavours to be actioned immediately.

Outside of UK business hours, Haymarket Automotive will use best endeavours to react to urgent take down requests.

The contractual consequences of not taking down an advertisement in accordance with our take down policy are agreed with the buyer on a case by case basis.”

6

The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

Haymarket have an internal procedure for handling, tracking and monitoring complaints raised under the DTSG Logged Complaints Monitoring Procedure.

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?

All applicable Brand Safety policies and controls are covered above.

Statement of verification provider:

We have reviewed Haymarket'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, Haymarket 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.