

DTSG Brand Safety Certificate



Thomson Reuters Limited
 5 Canada Square
 Canary Wharf
 London
 E14 5AQ

Business/Brands Certified:

Thomson Reuters

Service provided:

Publisher / Content Creator

Month of verification:

April 2020

Good Practice Principles

How Thomson Reuters Limited 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 Thomson Reuters Insertion Orders (IOs) and the General Terms for Advertising Services which are linked on the IOs and available [here](#) on the Thomson Reuters website.

Thomson Reuters may also sign buyers' IOs which include the buyers' Terms & Conditions.

Thomson Reuters also have a signed primary Demand Syndicate Agreement with an advertising exchange for the selling of digital advertising.

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.

Thomson Reuter's agreements and buyers' IO's contain the advertising intentions.

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

Buyers can select to run their campaigns on particular sections of Thomson Reuters' appropriate schedule of owned & operated sites and apps.

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

Thomson Reuters run AdmantX (JICWEBS Certified tool*), allowing buyers to target their campaigns away from semantic segments or specific keywords.

B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

*IAS has acquired AdmantX which is in the process of integrating with IAS.

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.

The Thomson Reuters Brand Safety policy terms are set out in the Reuters General Terms of Advertising Services which are linked in IOs.

Good Practice Principles

How Thomson Reuters Limited complies

The General Terms state: "Reuters will comply with the Insertion Order including all ad placement requirements. Advertiser will supply to Reuters a custom keyword exception list which will for part of the Ad Placement requirements above. Reuters shall ensure that keywords are excluded from Ad Placements on the site."

4

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

Thomson Reuters use the following processes to minimise the risk of ad misplacement.

Buyers can select to run their campaigns on the sections of Thomson Reuters appropriate schedule of owned & operated sites and apps

Thomson Reuters use semantic targeting technology ADmantX (JICWEBS Certified) applying generic or campaign specific keyword exclusions for advertisers to target their ads away from news content that is considered inappropriate. Buyers can also provide Thomson Reuters with their own keyword blocklists to run against their campaigns.

All Thomson Reuters editorial staff are required to abide by the Reuters Trust Principles available at

<https://www.reutersagency.com/en/about/trust-principles/>

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 takedown policy is located on the General Terms for Advertising, linked on the IOs.

These state: "Advertiser may, in its sole discretion, request Reuters to remove Advertiser's Advertisement and Advertising Materials from the site, in circumstances whereby an Ad Placement has been published in an inappropriate environment. Reuters shall action this within one (1) business day notice period. Reuters will work with Advertiser to acquire mutually acceptable alternative placement on the site".

6

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

Thomson Reuters have a procedure in place 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?

Statement of verification provider:

We have reviewed Thomson Reuters'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, Thomson Reuters 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.