

DTSG Brand Safety Certificate



LADbible Group Ltd
 The Relay Building, Level 2,
 114 Whitechapel High St,
 London,
 E1 7PT
<http://www.ladbiblegroup.com/>

Business/Brands Certified:
 LADbible, UniLad, SportBible and Tyla

Service provided:
 Publisher / Content Creator

Month of verification:
 December 2019

Good Practice Principles

How LADbible Group 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 LADbible Sales Orders, referencing LADbible's standard Terms

LADbible Group's standard Terms are available to view here:
<http://www.ladbiblegroup.com/terms-conditions/>

LADbible Group also agree Insertion Orders where the terms referenced are the Buyers.

In addition to the Sales Orders and Insertion Orders, all direct campaigns will have an associated Media Plan.

LADbible Group also has signed primary agreements with Programmatic Partners where they sell inventory programmatically.

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.

LADbible Group and buyers Sales / Insertion Orders and Media Plans contain intentions and 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:

LADbible Group has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.

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.

LADbible Group confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

“LADbible Group understands the importance of brand safety and aims to deliver all advertising in brand safe environments.”

The Brand Safety Policy is available to view here:

<http://www.ladbiblegroup.com/Press/ladbible-group-brand-safety-policy/>

A link to the Brand Safety Policy is also included on LADbible Group’s Media Plans.

4

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

LADbible Group’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

“Direct, Programmatic and Private Market Place

All articles are manually tagged in accordance with a safety ranking system reflecting references to offensive languages, drugs, sex, alcohol, violence, terrorism and global disasters.

All advertising is removed from any articles with references to terrorism and global disasters.

We work in partnership with IAS and utilise their publisher optimisation product on all our pages. This allows us to categorise our articles into the groups below. Dependent on an advertiser’s brand safety requirements we can target on a scale of ‘lower risk’ to ‘higher risk’ against each of these groups:

- Adult
- Alcohol
- Drugs
- Hate speech
- Illegal downloads
- Offensive language

Open Market Place

All advertising is removed from any articles with references to terrorism and global disasters.”

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.

LADbible Group’s takedown policy is included in their Brand Safety Policy on their website and states:

“In the unlikely event that advertising were to be delivered into an environment that an advertiser does not feel is brand safe, please email adops@ladbiblegroup.com where appropriate action will be taken within 1-3 working days.”

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

LADbible Group have an internal policy to review their take down procedures on a periodic basis to ensure the consistency and effective operation.

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

LADbible Group 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?

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Statement of verification provider:

We have reviewed LadBible Group’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, LadBible Group 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
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.