

## Brand Safety Policy 2021/22

Havas Media Group UK take a zero-tolerance approach to the misplacement of ads. We operate to strict brand safety principles in line with the TAG Brand Safety Certified Guidelines which have been defined by a cross-industry collective **Trustworthy Accountability Group (TAG)**<sup>2</sup>. The Havas Brand Safety Policy 2020/21 is in place to significantly reduce the risk of the misplacement of Havas Media Group UK clients' digital media, in order to protect their interests and maximise investment value.

### 1 Key Principles

- 1.1 Suppliers of media are vetted under a strict, independent process to ensure the best practice and quality are upheld and can explain the process that form the basis of specific provisions and/or the reasonable endeavours to protect our clients.
- 1.2 The placement of advertising will be identified by context and should not support inappropriate or illegal content or services.
- 1.3 Media will be optimised to minimise fraud, ad misplacement and optimum viewability performance.
- 1.4 Havas Media Group UK will carry out 3rd party authentication of all media by the use of a TAG certified verification tool/s, and any incremental solutions.
- 1.5 Havas Media Group UK have a responsibility to preserve our clients' interests and reserve the right to cancel or amend any media booking if media quality standards are not met.

### 2 Havas Media Group Approach

Havas Media Group UK applies 4 different approaches to ad quality in order to service our clients. This enables clients to be confident that their programmatic and direct campaigns have a sufficient and consistent level of safety and quality as a minimum. It also ensures a flexible and customised approach can be taken for clients with varying sensitivities. Multiple technology partners are used to apply these standards and whilst no risk can be ruled out, when used collectively they have the best opportunity to reduce risk of misplacement.

- 2.1 **Holistic Approach:** Havas Media Group UK apply high minimum standards when buying quality programmatic ads which consist of both a pre and post bid approach. This is applied to all programmatic campaigns by default, requiring no client action. The standards and specifications applied include: Global and Local Blocklists, Exclusion of non-transparent URLs, Page Quality (e.g. Above the Fold), Fraud, Zero Ads, Safe from Torrents and Bot Sites, Contextual (e.g. Death, Drugs, Crime, Firearms, Mature, Profanity

---

and Hate speech, Disasters, Alcohol, Gambling, Accidents, War and Terror), 3rd party prebid segment exclusions ('moderate to high risk'), Adult, Alcohol, Drugs, Hate speech, Illegal Downloads, Offensive Language, Violence, No Rating, Media Quality Barometer - Quality scoring, 3rd party post-bid monitoring - Viewability, Ad Fraud, Brand Risk.

- 2.2 Customised Approach:** If a client has particular sensitivities, these can be added to the Default Approach (i.e. customised pre-bid filtering). Any additions are done on an opt-in basis. Similarly, a client can opt-out if parts of the Holistic Approach would exclude their target audience. Havas Media Group UK can provide suggestions when required but there is a recognised risk impact (e.g. on brand safety, pricing, delivery and performance).
- 2.3 3rd Party Blocking Approach:** In addition to the pre-bid filtering used in the Default and Customised Approaches, Havas Media Group UK run blocking solutions to block their ad from appearing even after they win in the bidding process. Unless clients have opted-out, this is done with a 3rd party ad-verification company. The client and agency determine the blocking criteria and thresholds.
- 2.4 Direct Approach:** Where media buys must be acquired and executed in a traditional direct approach, Havas Media Group UK follow a direct evaluation procedure that includes a 'Media Owner Suitability Assessment'. Domains are vetted and sitelisted, contractual agreements will be signed that verify media placement, verification standards and technologies being deployed. Unless a client opts out, for all campaigns a TAG approved 3rd party vendor is used to track and monitor relevant media quality metrics including but not exclusive to Brand Safety, Fraud and Viewability. Where required, Havas Media Group UK will supply a Sitelist and / or Blocklist which are comprised of environments that Havas Media Group UK do not wish clients advertising to appear against. The Media Owner is required to apply Blocklist and /or Sitelist when requested by Havas Media Group UK.

### **3 Media Owner Suitability Assessment (New Media Owner Vetting)**

- 3.1** Any new media owner wishing to work with Havas Media Group UK is required to answer the following questions and be approved:
- (a) Specify if you are the owner or the authorised reseller of the inventory they are representing.
  - (b) Specify the viewability, brand safety and ad fraud prevention technology that is deployed. Specify the elements of the technology applied and those that are not. Please provide sample reports.
  - (c) Does the above technology comply with TAG's standards and do you have accreditation for brand safety and ad fraud?
  - (d) Has the audience been verified by a known and trusted third party vendor i.e. ComScore

- (e) Provide clarity on take down policies and how fast post any notification of ad misplacement will they remove or pause the campaign?
- (f) How regularly do you monitor/review reporting related to viewability, brand safety and ad fraud?

## **4 Digital Take Down policy - Havas Incident Channel Policy**

- 4.1 Havas Media Group UK have a strict take down policy. This policy is forms part of the 'Havas Media Group Incident Channel Policy' (HICP) – the general policy for Paid Media.
- 4.2 Havas Media Group UK commitment to clients to address any misplacement of ads – SLAs are agreed with all parties prior to the commencement of media to ensure any actions required can be addressed in the shortest timeframe available – within a maximum of 24 hours from notification of request.
- 4.3 Media owner responsible for the error will confirm in writing that the affected item has been removed/paused.
- 4.4 Havas Media Group UK will review terms and conditions to determine whether the media owner is in breach of agreed terms.
- 4.5 Havas Media Group UK will work with the client in regarding any specific actions in relation to the event and take necessary actions with the media owner.

## **5 Sitelists and Blocklists**

- 5.1 Where required, Havas Media Group UK will create and supply a Blocklist and / or Sitelist which comprises of specific environments that Havas Media Group UK prohibits or prescribes for the placement of clients' advertising. The Media Owner is required to apply the list and integrate within their own, where required.
- 5.2 Havas Media Group UK ensure that before any site is added to a blocklist or sitelist is manually checked by either a trader or buying team member. This is to ensure that the environment is brand safe and fits the campaign brief. All vetting of non-Programmatic blocklists are verified vs. the Havas programmatic blocklist.

## **6 Compliance with Accredited and regulated industry practices**

- 6.1 Havas Media Group UK play an active role industry in addressing the challenges of media quality, contributing and adhering to industry regulation. We are affiliated with the IAB<sup>1</sup>,

---

<sup>1</sup> <https://www.iabuk.net/>

Internet Advertising Bureau UK as well as TAG<sup>2</sup>, The Joint Industry Committee for Web Standards in the UK and the affiliated Digital Trading Standards Group.

6.2 We also work with, but not exclusive to, bodies such as the City of London Police<sup>3</sup> and the Infringing Website List.

---

## **7 Further Information and Havas Media Group UK Contacts**

Contact your Account Team as primary source.

Steve Coteman [steve.coteman@havasmg.com](mailto:steve.coteman@havasmg.com)

---

<sup>2</sup> <https://www.tagtoday.net/>

<sup>3</sup> <https://www.cityoflondon.police.uk>