



Spiritmedia Scotland Brand Safety Policy

Spiritmedia Scotland Policy

Spiritmedia Scotland uses appropriate plans (whitelists) and inappropriate plans (blacklists) to minimise the risk of ad misplacement and mitigate fraud. It works with technology and content verification partners to further mitigate risk.

Overview

Spiritmedia have created this document to detail to Clients, Suppliers and Spiritmedia staff the process for delivering safe brand advertising campaigns for clients. All reasonable endeavours will be applied to minimise the risk of ad misplacement on all inventory.

Context

Spiritmedia has a responsibility to clients to minimise ad misplacement. Misplacement can occur at either category or page level. This can include advertising appearing in clear inappropriate context or, with reference to individual advertiser policy, for example an alcohol client's advertising appearing on websites targeting under 18 year olds.

Spiritmedia are verified as following the Digital Trading Standards Group's Good Practice Principles, which are endorsed by the UK's Joint Industry Committee for Web Standards, known as JICWEBS.

The Spiritmedia Brand Safety Policy applies to all ad placements made by the agency across all media including Display, Paid Search, Mobile, and VOD. As a key preventative measure, Spiritmedia utilises a white list that is coordinated to Programmatic media owners to positively target brand safe contexts at the pre-bid stage. In addition to this Spiritmedia only works with media owners who implement pre- bid technology solutions to ensure brand safety.

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Tel: 0131 478 3456

Registered in Scotland No: SC226495

VAT No: 789863542

www.spiritmediaworks.co.uk





Spiritmedia considers all below inappropriate content and blocks in all campaigns:

- Adult Content
- Hate Content
- Copyright Infringement
- Extreme Violence
- Gambling content
- Drug and Alcohol Content
- Illegal Activities
- Religious Content
- File Sharing Sites
- Dating Sites
- Political Sites
- Unmoderated Forums and Blogs

3rd Party Content Verification Tools

At the advertiser's request Spiritmedia uses platforms who can implement 3rd party tools to block and report on inappropriate content.

This can be in addition to, or instead of, our standard approach to verification. In these instances:

- Pre and post-Bid blocking is defined on a per advertiser basis;
- Reporting is offered to track and highlight all domains advertising has run across post bid
- Regular spot check on post bid reporting is used to manage sites that change content type (these are blocked and flagged).

Blacklists

In addition to our default content verification, at the client request, Spiritmedia will implement a bespoke blacklist across to programmatically traded campaigns.

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Whitelists

- Whitelists are constructed from top level domains;
- Beyond this bespoke whitelists are available and are based on a specific advertiser's requirements
- At the advertiser's request Spiritmedia uses pre-bid solutions in conjunction with general white lists.

Process

At Spiritmedia we understand that to remain effective brand safety approaches need to be regularly assessed and updated if necessary. We do this via:

- On-going Maintenance of client requested whitelists
- Campaign Specific Planning - Planning Team identify specific client requirements that need to be addressed for a campaign
- Media buyers then adjust the whitelist and pre-bid tools accordingly

Take Down Policy

Spiritmedia has strong preventative measures to minimise ad misplacement but also performs spot checks. If an ad falls outside of the appropriate schedule, Spiritmedia will action, within first notice, removal of the ad. For all in-house managed activity, this will be actioned within 1 hour. Spiritmedia has the ability on all the DSP's to remove URLs from a whitelist and add them to the blacklist.

In case of emergency please contact philip@spiritmediaworks.co.uk

The contractual consequences of not taking down an ad in accordance with our Take Down Policy are evaluated on a case by case basis and agreed with the buyer.

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