



BRAND SAFETY POLICY

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.

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**

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

There are many providers and tools within buying platforms which can add additional brand safety capabilities. We recommend clients investigate this before buying on the open market.

If you have any brand safety questions, please contact adops@ladbiblegroup.com