



## BRAND SAFETY POLICY

### DIRECT, PROGRAMMATIC AND PRIVATE MARKET PLACE

Here at LADbible Group we understand the importance of brand safety which is why we hold ourselves to the highest standards. We aim to deliver all advertising in brand safe environments to ensure our brands are reflected in the best light possible.

### OUR APPROACH

#### Direct, PG, PMP:

- All our articles are manually tagged in accordance with a safety ranking system reflecting the number of references to – Offensive Language, Drugs, Sex, Alcohol, Violence, Terrorism, Global Disasters.
- All advertising is removed from any articles with references to - Terrorism, 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 following - adult, alcohol, drugs, hate speech, illegal downloads, and offensive language. Dependent on client's brand safety requirements we can target low risk to high risk on each of these categories.

#### Open Market:

- All advertising is removed from any articles with references to - Terrorism, 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.

### TAKE DOWN POLICY

In the unlikely event advertising were to be delivered into an un-brand safe environment (specified by client), please email [adops@ladbiblegroup.com](mailto:adops@ladbiblegroup.com) where appropriate action will be taken within 1-3 working days.