



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.

Take Down Policy

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.

Direct, PG, PMP

All our articles are manually tagged by our editorial team in accordance with our own safety ranking system reflecting the number of references to Offensive Language, Drugs, Sex, Alcohol, Violence, Terrorism, Global Disasters.

We work in partnership with IAS to utilise their brand safety and brand suitability products on all our pages. This allows us to categorise our articles, based on context, into the following areas: adult, alcohol, drugs, hate speech, illegal downloads, and offensive language. Dependent on our client's brand safety and suitability requirements we can target low to high risk on each of these categories in combination with our own safety ranking system.

Open Market

There are many providers and tools within our client's buying platforms which can add additional brand safety capabilities and we recommend they investigate this before buying LADbible Group via the open market.

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

Takedown Investigation

In the unlikely event that advertising is delivered into an un-brand safe environment, the AdOps team will immediately pause the campaign and investigate as follows:

1. Check the article has been correctly classified. If not, flag to the editorial team and have the article reclassified.
2. Ensure that the clients block list has been ingested and applied correctly
3. If there is a difference in vendor between the client and LADbible Group, investigate where the difference is in evaluation and where needed, join client, vendor and LADbible Group data
4. Record the breach internally and pause any other effected campaigns
5. Set up a test environment to ensure campaign can be restarted

The AdOps team will endeavour to get the campaign back up and running within 1-3 working days depending on the above investigation.

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