



Brand Safety Guidelines

At Criteo we are committed to providing a brand safe environment for all of our advertisers. We have a range of ways that we look to ensure the safety and quality of our media buying and these are outlined below.

Prohibited Content

Criteo has contractual measures in place to prevent serving advertisements to sites that contain:

Harassment & Hate Speech, Nudity / Sex, illegal activity, intellectual property infringement,

Etc.

Click here to see a full list of prohibited content <http://www.criteo.com/advertising-guidelines/>.

Content Verification

Criteo has its own internal URL blacklist which it runs alongside Integral Ad Science (worldwide leader in online media verification and decisioning) to ensure a double gated approach to any inventory we buy.

Any URL that is on either Criteo's blacklist, Integral Ad Science's or both is automatically blocked. Both tools are continually being updated and this function operates across all markets globally.

Direct Publisher Deals

Manual site vetting is very much at the heart of what we do. We have over 13,200 direct publisher relationships across the globe and each of the sites we work with have been manually vetted for their quality to make sure they meet with our strict terms and conditions regarding inventory quality.

Take Down Policy

Criteo wants to ensure the highest quality network for all partner advertisers and publishers. In this respect Criteo will takedown inappropriate content within two working days of written notification or within the timescales detailed in individual terms & conditions.

Self-serve publishers are able to pause or stop ads being served themselves within the Criteo Publisher Marketplace platform.

Contractual Consequences

The contractual consequences of not taking down an advertisement in accordance with Criteo's takedown policy are agreed with the buyer on a case by case basis.