



Brand Safety Template

Section 1: Introduction

1. Brand Overview:

- Briefly describe your brand, its mission, and its core values.

2. Purpose of the Template:

- Explain the purpose of the template and how it can help protect your brand.

Section 2: Ad Fraud Prevention

1. Identify Potential Threats:

- List common ad fraud threats such as fake traffic, click farms, and malicious bots.



2. Tools and Strategies:

- Recommend tools and strategies to detect and prevent ad fraud.

Section 3: Content Association Controls

1. Content Adjacency Policies:

- Define policies for acceptable and unacceptable content adjacencies.

2. Platform Controls:

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- List platforms that offer robust content adjacency controls.

Section 4: Fake News and Misinformation

1. Monitoring Media Environments:

- Outline steps to monitor and vet media environments for accuracy and reliability.

2. Avoiding Misinformation:

- Strategies to avoid associating your brand with misinformation.

Section 5: Data Privacy Compliance



1. Data Protection Regulations:

- List relevant data protection regulations (e.g., GDPR, CCPA).

2. Compliance Measures:

- Outline measures to ensure compliance with data privacy laws.

Section 6: User-Generated Content (UGC) Moderation

1. Moderation Policies:

- Define policies for moderating user-generated content.

2. Tools for Moderation:



- Recommend tools and techniques for effective UGC moderation.

Section 7: Programmatic Advertising Controls

1. Transparency and Control:

- Strategies to maintain transparency and control in programmatic advertising.

2. Preferred Platforms:

- List preferred programmatic platforms with robust brand safety measures.



Section 8: Influencer Marketing Guidelines

1. Vetting Influencers:

- Criteria for selecting and vetting influencers.

2. Contracts and Guidelines:

- Draft clear contracts and guidelines to ensure alignment with your brand values.

Section 9: Crisis Management Plan

1. Identifying Potential Crises:

- List potential crises that could affect your brand.



2. Response Strategies:

- Outline strategies for responding to various types of crises.

Section 10: Cybersecurity Measures

1. Security Best Practices:

- Define best practices for cybersecurity.

2. Employee Training:

- Outline a plan for educating employees about cybersecurity threats and best practices.

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