

# Guide to the Code of Conduct

October 2009 V1

IASH Australia Members wish to ensure that display ads placed via their networks do not appear on websites which could jeopardise advertisers' brands.

To deliver this guarantee IASH Australia has created a Code of Conduct that provides a formal framework for best practice for IASH Australia Members to follow when dealing with advertisers, agencies, networks and site owners. The purpose of the Code is to give those buying, selling or brokering internet advertising space a clear understanding of the types of inventory which can and cannot be used when fulfilling an ad insertion order.

The Code of Conduct is enforced through audits conducted by the Audit Bureau of Circulations and only those IASH Australia Members who have passed the Audit can claim membership to IASH Australia. Audits are conducted on application for membership and updated annually.

*The Code of Conduct comprises 7 key areas:*

## **1. The Principles of the IASH Australia Code**

The principles of the Code guide Members on different Inventory types establishing parameters when inventory is barred or requires permissions or warranties, providing direction when Ad Exchanges are used or when multiple permission have been granted.

The principles also define the requirements for audit including collection and reporting of data and Site Vetting Procedures

## **2. Schedule A – Mandatory IASH Australia Terms and Conditions**

Schedule A defines the wording that must be contained in IASH Australia Members' Publisher Agreements for these Site(s) to qualify as accepted Inventory.

## **3. Schedule B – Site Vetting Checklist**

Schedule B identifies the minimum information requirements and site vetting checklists to meet the audit requirements.

## **4. Schedule C – Barred Inventory**

Schedule B identifies content that is Barred and which IASH Australia members are forbidden to place advertising on any sites containing Barred Content. These include: Hate Content, Obscenity and Indecency; Bombs, guns and ammunition; Invalid Clicks; Unauthorised code requests and legality generally.

## **5. Schedule D – IASH Australia Inventory Categories**

Schedule D identifies the inventory categories that reflect the types of content that can be found on sites and forms part of the Site Vetting process.

## **6. Appendix A – Diagrams of Not-permissible Chain-Buying**

Appendix A provides a diagrammatic view of the scope for reselling and examples of reselling that are not permissible. The key principle is 'Only One Link Deep Outside IASH'.

## **7. Appendix B – Form of Warranty for Non-IASH Australia Inventory**

Appendix B is an example of the type of Form that must be completed from Suppliers of Warrantied Inventory.

Download the full Code of Conduct from the IASH Australia website: [www.iash.org.au](http://www.iash.org.au)