

## Our Brand Safety Policy

A primary focus at RTÉ is continuing to be the most trusted source of independent Irish news and current affairs. This core responsibility can involve distressing breaking news, harrowing investigative articles and hard-hitting journalism. RTÉ provides a public service by letting our audiences know what's factually happening without filtering or sugar coating it. Our reputation is built on the quality of our output.

Our output should not be a concern for our clients, and we have put measures in place to ensure that we continue to serve our audience with independent news and content, whilst taking your clients brand safety very seriously. RTÉ treats sensitive content for our clients and partners as a top priority and we ensure that advertising is displayed in a brand safe environment across all our properties.

We recognised that to ensure a brand safe environment for our clients we needed to develop a solution that would allow us to deliver on a client's KPIs without adversely affecting the client's brand. With that in mind, we developed an in-house solution (Ad Sentry) that ensures our clients can rest assured that their branding is appearing in environments that they are happy to see it appear in

We have built an algorithm into our Content Management System (CMS) that captures information in real time as the journalist is typing the article. This information, collectively, will determine whether the article will be suitable for advertising even before it is published. As more and more content is added to our site, the algorithm is learning what is and what is not appropriate. The process removes all pressure and reactionary responsibility from the ad operations team who before this, were on standby to track potentially harmful content. Fundamentally, it ensures that RTÉ.ie and RTÉ News Now are safe locations for our clients and their brands to appear in.

In the unlikely and practically impossible event that advertising appears in an inappropriate context for your client we will aim to take down within 1 hour during business hours and 12 hours at other times. For any further queries on RTÉ's approach to brand safety please contact [adsonline@rte.ie](mailto:adsonline@rte.ie)

