

UK Good Practice Principles certificate



Company: Media iQ Digital LTD
 5th Floor
 52-54 High Holborn
 London
 WC1V 6RQ
<http://mediaiqdigital.com/>

Business/Brands verified:	Media iQ
Service provided:	Advertising Network
Month of verification:	July 2017

Findings

Good Practice Principles	Description of compliance with the Principles
<p>1 The Buyers and Sellers of digital display advertising shall ensure that the transaction is one pursuant to either (a) a Primary Agreement or (b) the specific terms and policies within an agreed or signed contract.</p>	<p>Digital display advertising transactions are governed by either Media iQ or buyer's insertion orders (IOs) referencing applicable standard Terms and Conditions (T's & C's).</p> <p>For IOs generated by Media iQ, Media iQ's standard T's & C's apply which can be found on their website: http://mediaiqdigital.com/wp-content/uploads/2015/11/media-iq-terms-and-conditions.pdf</p> <p>Media iQ also works with buyers who raise their own IOs, to which the buyers' T's & C's are agreed.</p> <p>Media iQ also has signed agreements with advertising exchanges and publishers.</p>
<p>2 A Primary Agreement, or the specific terms and policies within an agreed or signed contract, should include the Buyers and Sellers' intention as to where the advertising should (or should not) appear.</p> <p>The Buyers and Sellers should select from one or both of the following means to minimise ad misplacement:</p> <p>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</p>	<p>Media iQ (and buyers') IOs contain intentions and/or targeting instructions of where advertising should (or should not) appear.</p> <p>Media iQ can implement an appropriate schedule (whitelist) of vetted domains from which buyers can select sites to run against their campaigns. Buyers can also provide their own appropriate schedules.</p> <p>Media iQ has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide Media iQ with their own blacklist to run against their campaigns.</p>

Good Practice Principles	Description of compliance with the Principles
<p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p>Media iQ uses the JICWEBS standard certified CV tool AdSafe Firewall by Integral Ad Sciences as a pre-bid blocking/firewall on all campaigns unless a buyer requests the use of another tool.</p>
<p>3 Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly. In the absence of specific provisions, then as a minimum, a statement of reasonable endeavours is required.</p>	<p>Media iQ confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“Media iQ is fully committed to providing brands with the maximum level of brand safety. Specifically Media iQ use leading independently certified content verification tools and proprietary technology in combination to implement pre and post bid solutions to ensure maximum levels of brand safety.”</p> <p>The Brand Safety Policy is located on the Media iQ website at the following link: http://mediaiqdigital.com/wp-content/uploads/2017/06/MiQ_Brand-Safety_2017.pdf</p> <p>Significant changes or updates to the Brand Safety Policy are communicated to all buyers through email if required.</p>
<p>4 Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>Media iQ Brand Safety Policy explains the processes applied to minimise the risk of ad misplacement as follows:</p> <p>In summary, these processes are as follows:</p> <ul style="list-style-type: none"> • Media iQ only serves ads on domains which have been vetted manually by one of its partner platforms. • Media iQ's Blacklist is used on all campaigns and is updated weekly. • Media iQ uses Integral Ad Science's AdSafe Firewall (JICWEBS certified) on all campaigns pre-bid and post-bid, unless otherwise specified, “to determine and block inventory that are deemed suspicious or consistent with adult, gambling, download, drug, nudity, alcohol, hate speech, offensive language content.” • Additionally, Media iQ has the ability to use third party integrations with CV Tools such as DoubleVerify (JICWEBS certified) and MOAT & AdLoox (non-JICWEBS certified).
<p>5 Both Buyers and Sellers should understand any contractual consequences should they fail to monitor this process and respond appropriately to ad misplacement via take down.</p>	<p>Media iQ's takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“Should a client want to stop an ad campaign or have any brand safety related queries, Media iQ will guarantee activity be paused and queried within 24 hours, but will endeavor to do this instantly. Clients should email notice to your account manager or the alias brandsafety@mediaiqdigital.com.”</p> <p>“The contractual consequences of not taking down an ad in accordance with Media iQ’s Takedown policy are subject to the terms of each individual Insertion Order negotiated with each Buyer.”</p>

Verified by

Company: ABC Ltd
Saxon House,
211 High Street,
Berkhamsted,
Hertfordshire.
HP4 1AD



Statement of verification provider:

We have reviewed Media iQ's policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG Good Practice Principles. Our enquiries were designed to independently confirm that the brand safety policies stated have been implemented and clearly documented where required. Our review did not extend to testing the effectiveness of any processes, procedures or controls for ad misplacement.

In our opinion, at the time of our review, Media iQ had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

About JICWEBS

JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) was created by the UK and Ireland media industry to ensure independent development of standards for measuring performance online and benchmarking best practice for online ad trading.

About Digital Trading Standards Group (DTSG)

The Digital Trading Standards Group (DTSG) is an UK industry body made up of representatives from across the digital display advertising ecosystem, including the buy- and sell-side. The DTSG is comprised of representatives from advertisers, agencies, agency trading desks, demand side platforms, advertising exchanges, sales houses, advertising networks, supply side platforms and publishers.