

# UK Good Practice Principles certificate



# quantcast®

Company: Quantcast  
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Business/Brands verified:	Quantcast
Service provided:	Demand Side Platform (DSP)
Month of verification:	May 2017

## Findings

Good Practice Principles	Description of compliance with the Principles
<p><b>1</b> 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>Quantcast's buyers have agreed Insertion Orders which reference the Terms and Conditions for digital display advertising.</p> <p>Quantcast's own Insertion Orders reference the Standard IAB Terms and Conditions which are available here: <a href="http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf">www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf</a></p> <p>Quantcast has signed agreements with all of the advertising exchanges with which it trades.</p>
<p><b>2</b> 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> <ul style="list-style-type: none"> <li>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</li> <li>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</li> </ul>	<p>Quantcast's buyers specify targeting instructions on Insertion Orders, which may include appropriate and inappropriate schedules.</p> <p>Quantcast uses a proprietary Inappropriate Schedule (Global Blacklist) on all campaigns. Buyers may also specify their own Appropriate Schedules or choose from Quantcast's UK Whitelist for their campaigns.</p> <p>Buyers may specify the use of The AdSafe Firewall by Integral Ad Science and DV Digital Impression Quality – Real-Time Ad Blocking by DoubleVerify with an inappropriate schedule. Both of these Content Verification tools are independently certified to JICWEBS Standards.</p>

Good Practice Principles	Description of compliance with the Principles
<p><b>3</b> 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>Quantcast confirms that specific provisions will be applied in its Brand Safety Policy, which states: "Quantcast is committed to providing marketers with quality inventory to protect your brand (...) For every ad campaign, we leverage our proprietary data and modelling capabilities to deliver only the most relevant customers. We take the same approach to proactively ensure these campaigns are delivered in brand-safe environments and on non-fraudulent inventory."</p> <p>Quantcast's Brand Safety Policy is available on its website here:  <a href="https://www.quantcast.co.uk/brand-safety/">https://www.quantcast.co.uk/brand-safety/</a></p> <p>Quantcast has communicated its brand safety processes to its buyers via email.</p>
<p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>Quantcast's Brand Safety Policy summarises the processes applied to minimise the risk of ad misplacement. In summary, these are:</p> <ul style="list-style-type: none"> <li>- Quantcast applies a global blacklist (inappropriate schedule) on all campaigns, which serves to exclude content categories including, but not limited to pornography, copyright infringement, criminal activities, weapons, violence, extreme, racist or sexist content, gambling and malware.</li> <li>- Quantcast can enable The AdSafe Firewall by Integral Ad Science and DV Digital Impression Quality – Real-Time Ad Blocking by DoubleVerify to perform ad blocking and verification on all campaigns at client request. Both of these third party Content Verification tools are independently certified to JICWEBS Standards.</li> <li>- Quantcast has a whitelist (appropriate schedules) for UK buyers which is optional. In addition, Quantcast can enable whitelists provided by advertisers for their campaigns.</li> </ul>
<p><b>5</b> 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>The Quantcast Take Down Policy is included in the Brand Safety Policy and states:</p> <p>"Upholding our takedown policy – upon discovery or notification of inappropriate sites or content, we will update the global blacklist, which in real time applies to all campaigns from that time on, and invoke any contractual consequences that we may have. Advertisers can contact their account team to request the prompt removal of any inappropriate sites."</p>

**Verified by**

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Statement of verification provider:

We have reviewed Quantcast’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, Quantcast 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.