

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 2016

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>Media iQ's buyers have agreed Insertion Orders which reference the applicable Terms and Conditions for digital display advertising.</p> <p>For Insertion Orders generated by Media iQ, Media iQ's Terms and Conditions apply, which may be found on the Media iQ website. http://mediaiqdigital.com/wp-content/uploads/2014/12/media-iq-terms-and-conditions.pdf</p> <p>Media iQ also works with buyers who raise their own Insertion Orders, to which the buyers' Terms and Conditions apply and 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 only uses an appropriate schedule of vetted domains. Within this network, buyers specify targeting instructions on Insertion Orders and may additionally specify their own appropriate and inappropriate schedules.</p> <p>Media iQ's Brand Safety Policy states that its Blacklist (inappropriate schedule) is used across all campaigns and in conjunction with an independently certified Content Verification Tool, Integral Ad Science's AdSafe Firewall, unless a buyer specifies otherwise.</p> <p>A link to the Brand Safety Policy is contained in item 3 below.</p>

Good Practice Principles	Description of compliance with the Principles
B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).	
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>Media iQ's Brand Safety Policy states:</p> <p><i>"Media iQ offer multiple safe guards for our advertisers when it comes to protection of brands online. Our settings across real time verification operate at the strictest available rules, enhanced further by additional pre and post bid protective measures. Loss of brand safety is one of the biggest threats to our business right now which is why we have a comprehensive approach designed to ensure our clients are protected."</i></p> <p>The Brand Safety Policy has been communicated to Media iQ's buyers and is available on the Media iQ website here:</p> <p>http://mediaiqdigital.com/wp-content/uploads/2014/12/MEDIA-iQ-Brand-Safety.pdf</p>
4 Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.	<p>Media iQ's Brand Safety Policy outlines the processes to minimise the risk of ad misplacement.</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 limit the possibility of ads appearing adjacent to inappropriate content. - Additionally, Media iQ has the ability to use third party integrations with CV Tools such as DoubleVerify (JICWEBS certified) and AdLooks (non-JICWEBS certified).
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>Media iQ's Brand Safety Policy states:</p> <p><i>"Should a client want to stop an ad campaign or have any brand safety related queries, Media iQ will guarantee activity be paused/query actioned within 24 hours, but will endeavor to do this instantly. Clients should email notice to your account manager or the alias brandsafety@mediaiqdigital.com.</i></p> <p><i>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."</i></p> <p>The Brand Safety Policy has been communicated to Media iQ's buyers and is available on the Media iQ website here:</p> <p>http://mediaiqdigital.com/wp-content/uploads/2014/12/MEDIA-iQ-Brand-Safety.pdf</p>

Verified by

Company: ABC Ltd
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211 High Street,
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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.