

UK Good Practice Principles certificate



Company: MC&C Media Limited
 Stephen Buildings
 30 Gresse Street
 London
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 www.mcandc.co.uk/

Business/Brands verified:	MC&C Media Limited
Service provided:	Agency
Month of verification:	September 2018

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>Buyers that sign the MC&C Media Plan also agree to their Terms & Conditions (Ts&Cs).</p> <p>MC&C will also agree to buyers that use their own IOs and T&Cs.</p> <p>MC&C also has agreements with DSPs.</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> <ul style="list-style-type: none"> A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery). 	<p>Agreed Media Plans and IOs contain intentions of where advertising should (or should not) appear.</p> <p>MC&C have an appropriate schedule (whitelist) where buyers can select the sites they want to run their campaigns against.</p> <p>MC&C have a global inappropriate schedule (blacklist) that is run against all campaigns and will also run client supplied blacklists if requested.</p>

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<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>MC&C confirms that reasonable endeavours will be applied in their Brand Safety Process, which states:</p> <p>“We have put in place strict exclusions when running activity in the DSP we use. In line with industry best practice we approach this in two ways using 2 different vendors:</p> <ul style="list-style-type: none"> - Bottom-up - Pre-bid filtering to exclude any impressions from our programmatic campaigns using content category filtering tools - Top-down - 3rd party measurement and analytics tools for post-delivery insights into the quality of inventory which allow us to remove any sites or placements that may be seen as harmful to the brand“ <p>MC&C have communicated their Brand Safety Process to their clients by including the following statement and link in an email.</p> <p>“If you would like to see our digital display brand safety process you can access it here”</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>The MC&C Brand Safety Process explains the processes for reasonable endeavours as follows:</p> <p>“Pre-bid Content Filtering</p> <p>Four types of pre-bid filters are being applied:</p> <ul style="list-style-type: none"> • DSP content category exclusions • 3rd party content category exclusions (IAS) • URL keyword • Blocked sites <p>For the DSP content category exclusions Sizmek (Rocketfuel) utilise their own technology called Peer39. We have excluded all content categories which Sizmek has deemed ‘negative’ including accidents, alcohol, drugs, gambling, hate speech, mature, negative news, tobacco, torrent & weapons...”</p> <p>“DBM our other core DSP uses Google content category exclusions include live streaming videos, tragedy & conflict, sensitive social issues, adult content, content not yet rated, sexually suggestive content, sensational and shocking and profanity/rough language.”</p> <p>“IAS is an MRC accredited 3rd party specialist technology that is integrated into the DSP..... The IAS category exclusions are set to exclude anything that is of ‘moderate and high risk’, which is the highest level it can be set at. These categories include:</p> <p>Adult, Alcohol, Illegal Downloads, Drugs, hate Speech, Offensive Language, Violence, Unrateable & Suspicious”</p> <p>“URL Keyword – We have a list of words, including ISIS/gambling/betting/illegal etc., which we have excluded. Therefore, we do not serve on sites with these words in the URL.”</p> <p>“Blocked Sites – Finally, we have a list of blocked sites – including all major betting sites, and a few news sites.”</p>

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	<p>“3rd Party Verification – Post-Delivery Insight</p> <p>We also partner with MOAT analytics to monitor the quality of online advertising.....These insights allow us to improve the quality and effectiveness of advertising through black listing at an agency or client level. We have determined benchmarks for each of the core metrics and will be filtering out domains that fall below this benchmark.”</p> <p>“Grapeshot Safety % - above 10% (with exceptions) Grapeshot is an independent context analysis engine which is fully integrated with MOAT. It goes beyond URLs, analysing the actual content on the page to determine its context.”</p> <p>All tools and products referred to above are non JICWEBS approved.</p> <p>MC&C run buyers campaigns against selected sites from their approved sites (Appropriate Schedule), and run a global inappropriate schedule against all campaigns.</p>
<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>The MC&C Takedown policy is included in their Brand Safety Process and states:</p> <p>“Takedown Policy</p> <p>Best practices need to be in place for all scenarios, including unforeseen circumstances. There are scenarios where a takedown policy may need to be applied.</p> <ul style="list-style-type: none"> • A national or international event of suspected terror or disaster has occurred • A negative news story about one of our brands is released in the press • There is negative press around brand safety on an online platform and we may wish to pause to investigate the platform <p>Options to be considered in case any of the above occasions happens:</p> <ul style="list-style-type: none"> • Option to pause all digital display activity • Option to pause all news content on digital display activity • Remain live relying on brand safety settings should mitigate risk of appearing against the content flagged to avoid <p>These can be actioned as soon as possible after notification of a crisis by the client according to the timelines below.</p> <ul style="list-style-type: none"> • During working hours (9am – 5.30pm) – paused within one hour • Outside of working hours (weekdays 5.30pm – 9am) – paused by 10am next working day • Outside of working hours (weekends, Fridays 5.30pm – Mondays 9am) – paused by 10am Monday morning • We will require instruction from the client on when they would like to go back live.” <p>“The contractual consequences of not taking an ad down in accordance with our brand safety policy will be reviewed and agreed with the buyer on a case by case basis.”</p>



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6 Are there any other brand safety measures which you undertake which you might want to inform the market about, for which documentation can be provided, and which can be independently verified or audited?	

Verified by

Company: ABC Ltd
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Statement of verification provider:	<p>We have reviewed MC&C'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.</p> <p>In our opinion, at the time of our review, MC&C had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.</p>
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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.