

UK Good Practice Principles certificate



MERKLE

periscopix

Company: Merkle | Periscopix
 82 Tanner Street
 London
 SE1 3GN
 www.periscopix.co.uk/

Business/Brands verified:	Merkle Periscopix
Service provided:	Agency
Month of verification:	July 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 agree to the Merkle Periscopix Master Services Agreement (MSA) which has a link to the T&Cs on their website. https://www.periscopix.co.uk/ascontracts/</p> <p>Merkle Periscopix also have signed agreements with Publishers, Exchanges and SSP's.</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>The Merkle Periscopix MSA contains intentions to where an ad should or should not appear.</p> <p>Merkle Periscopix have a global Inappropriate Schedule (blacklist) which is run on all campaigns.</p>

Good Practice Principles	Description of compliance with the Principles
<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>Merkle Periscopix confirms that reasonable endeavours will be applied in their Brand Safety & Takedown Policy, which states:</p> <p>“Merkle Periscopix uses inappropriate schedules (blacklists) to minimise the risk of ad misplacement. As well as this we utilize pre-bid and post-bid tools within the buying platforms to minimize risk...”</p> <p>“Merkle Periscopix recognize that the protection of a brand’s reputation is fundamental to the planning and management of a successful marketing campaign”</p> <p>The Merkle Periscopix Brand Safety & Takedown policy has been communicated to their clients by email and is located on their website at: https://cdn.periscopix.co.uk/downloads/Merkle-Periscopix-Brand-Safety-and-Takedown-Policy.pdf</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 Merkle Periscopix Brand Safety & Takedown Policy explains the processes for reasonable endeavours as follows:</p> <p>“Overview - Merkle Periscopix uses inappropriate schedules (blacklists) to minimise the risk of ad misplacement. As well as this we utilize pre-bid and post-bid tools within the buying platforms to minimize risk, the primary buying platforms we use are DoubleClick Bid Manager (DBM) and DoubleClick Campaign Manager (DCM) (Non JICWEBS approved tools), in cases we use platforms outside of this we will find equivalent measures and inappropriate schedules will always be applied.”</p> <p>“Furthermore, we carry out assessments for brand safety on a client by client basis when onboarding any new advertiser...”</p> <p>“On request of the advertiser, we can also use appropriate schedules (whitelists). “</p> <p>“Pre bid settings - Merkle Periscopix has built its own blacklist consisting of sites which have been previously flagged as inappropriate. We will update this blacklist at least once per month based on agency findings and/or flagged sites from ‘Operation Creative’ – a City of London Police initiative to flag illegal sites. When activity is run on the Open Exchange this list is applied in DoubleClick Bid Manager or other buying platform to stop bids being made on these domains. “</p> <p>Merkle Periscopix can also implement CV tools at the request of the advertiser.</p> <p>“DoubleClick classifies domains for different audience groups by looking at the content, quality and user experience of the site. As part of our best practice we stop ads from serving on any websites that have not yet been classified, we also block that sites that contain content that is only suitable for mature audiences be blocked. “</p>

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	<p>“DoubleClick further categorises websites on the content of the site...We will always implement these further category blocks as best practice and would consider the below categories inappropriate content for any brand:</p> <ul style="list-style-type: none"> - Adult - Derogatory - Weapons - Violence - Drugs - Tragedy - Transportation accidents <p>For a further level of granularity and control, we implement keyword blocklists across all of campaigns. These stop bids being made on sites which contain any reference to the specified keyword...”</p> <p>“Post bid settings - As well as pre-bid controls in DoubleClick Bid Manager, we also employ post-bid controls in DoubleClick Campaign Manager as an extra level of safety. All programmatic activity is ad served from DoubleClick Campaign Manager so these controls can always be employed. “</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 Merkle Periscopix Takedown policy is included in their Brand Safety and Takedown Policy and states:</p> <p>“In the event that an advertiser would want to stop any activity due to brand safety concerns, Merkle Periscopix will guarantee that activity be paused within one working day, but will endeavour to action this immediately. Advertisers should contact us through their normal channel or via brandsafety@merkleinc.com</p> <p>Any contractual consequences of not removing an ad or pausing relevant activity in accordance with the Takedown Policy will be assessed on a case by case basis as per the specific agreements set out with each advertiser.”</p>
<p>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?</p>	

Verified by

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



Statement of verification
provider:

We have reviewed Merkle Periscopix'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, Merkle Periscopix 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.