

DTSG Brand Safety Certificate



Merkle
 Arc House
 82 Tanner Street
 London
 SE1 3GN
<https://www.merkleinc.com/emea/>

Business/Brands Certified:

Merkle

Service provided:

Agency

Month of verification:

June 2020

Good Practice Principles

How Merkle complies

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.

Buyers sign a Master Service Agreement with Merkle which includes advertising Terms and Conditions that are mutually agreed upon.

Buyers and Merkle also agree a Media Plan.

Merkle have signed agreements with Publishers and programmatic partners.

2 A Primary Agreement, or the specific terms and policies within an agreement or signed contract, should include the Buyers' and Sellers' intention as to where the advertising should (or should not) appear.

The Master Service Agreements and Media Plans contains intentions to where an ad should or should not appear.

Merkle have a global Inappropriate Schedule which is run on all campaigns.

The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:

Merkle also use a Keyword exclusion list which is run on all campaigns

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 Buyers and Sellers 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.

Merkle confirms that reasonable endeavours will be applied in their Brand Safety & Takedown Policy, which states:

"Merkle recognize that the protection of an advertiser's reputation is fundamental to the planning and management of a successful marketing campaign. We understand that, whilst there is a minimum standard of brand safety which should be applied across all our accounts, each brand has its own more specific requirements.

Brand safety considerations vary by advertiser and campaign. We will always assess brand safety on a case by case basis and make sure the advertiser or campaign-specific variables are assessed thoroughly before any activity is launched."

The Merkle Brand Safety & Takedown Policy is available to download within the footer of the Merkle site:

<https://www.merkleinc.com/emea/>

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Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.

The Merkle Brand Safety & Takedown Policy explains the processes for reasonable endeavours as follows:

"Merkle uses 'inappropriate schedules' to minimise the risk of ad misplacement. As well as this Merkle utilise pre-bid and post-bid tools within the buying platforms to minimise risk. The primary buying platforms used are Google's Display & Video 360 (DV360) and Campaign Manager (CM), however, in cases where alternative platforms are used, Merkle will always apply 'inappropriate schedules' and will find equivalent measures to document and apply."

"On request of the advertiser, we can also use appropriate schedules. "

"Merkle has built its own inappropriate schedule consisting of sites which have been previously flagged as unsafe, this can include inappropriate content, fraudulent activity or illegal activity. Merkle will update this inappropriate schedule 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 DV360 and/or other demand side platforms to stop bids being made on these domains. "

"DV360 classifies domains for different audience groups by looking at the content, quality and user experience of the site. As part of Merkle best practice ads are not served on any websites that have not yet been classified in this way. Merkle also block sites which contain content that is only suitable for mature audiences."

"DV360 further categorises websites into specific themes. This provides Merkle greater control over sites to be excluded from campaigns and will always be implemented as best practice. Merkle consider the following categories inappropriate content for all advertisers;

- Adult
- Derogatory
- Weapons
- Violence
- Drugs
- Tragedy
- Transportation accidents "

"For a further level of granularity and control, Merkle implement negative keyword exclusion lists across all campaigns. These stop bids on sites which contain reference to the specified keyword."

"As well as pre-bid controls in DV360, Merkle also employ post-bid controls in CM as an extra level of safety, as described below. All programmatic activity is ad served from CM, so these controls can always be employed."

Good Practice Principles	How Merkle complies
	<p>Merkle run campaigns via Social Media platforms, where they apply category exclusions and inappropriate schedules.</p> <p>Merkle can also implement CV tools at the request of the advertiser.</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 signatory's take down policy and procedures must be in place, clearly defined and communicated to each customer, including timeframes for take down of misplaced ads.</p>	<p>The Merkle Takedown Policy is included in their Brand Safety and Takedown Policy and states:</p> <p>"In the event that an advertiser stops activity due to brand safety concerns, Merkle guarantees that activity will be paused within one working day of confirmed receipt of the request, or within the timescales stated in agreed contracts, but will endeavour to action this immediately. Advertisers should contact Merkle through their normal channel as well as contacting 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 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>	<p>Merkle have a process in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>
<p>7 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>	<p>All applicable brand safety measures are addressed above.</p>

Statement of verification provider:

We have reviewed Merkle’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 had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

ABC
Saxon House
211 High Street
Berkhamsted
Hertfordshire
HP4 1AD

About JICWEBS

JICWEBS (Joint Industry Committee for Web Standards) defines best practice and standards for digital ad trading in the UK and our mission is to deliver recognized trust and transparency to the market. JICWEBS is made up of the following trade bodies: Association of Online Publishers (AOP), Internet Advertising Bureau (IAB) UK, ISBA – the voice of British advertisers – and the Institute of Practitioners in Advertising (IPA).

About Digital Trading Standards Group (DTSG)

The Digital Trading Standards (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 from side platforms and publishers.