

# UK Good Practice Principles certificate



Company: MiQ  
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Business/Brands verified:	MiQ
Service provided:	Reseller, Technology
Month of verification:	August 2018

## 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>Digital display advertising transactions are governed by either MiQ or buyer’s insertion orders (IOs) referencing applicable standard Terms and Conditions (T’s &amp; C’s).</p> <p>For IOs generated by MiQ, standard T’s &amp; C’s apply which can be found on their website:  <a href="https://www.wearemiq.com/terms-conditions/">https://www.wearemiq.com/terms-conditions/</a></p> <p>MiQ also works with buyers who raise their own IOs, to which the buyers’ T’s &amp; C’s are agreed.</p> <p>MiQ also has signed agreements with advertising exchanges and publishers.</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>MiQ (and buyers’) IOs contain intentions and/or targeting instructions of where advertising should (or should not) appear.</p> <p>MiQ can implement an appropriate schedule (whitelist) of vetted domains from which buyers can select sites to run against their campaigns. Buyers can also provide their own appropriate schedules.</p> <p>MiQ has an inappropriate schedule (blacklist) which is run across all campaigns.</p> <p>Buyers can also provide MiQ with their own blacklist to run against their campaigns.</p>

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	<p>MiQ uses the JICWEBS standard certified CV tool AdSafe Firewall by Integral Ad Science as a pre-bid blocking/firewall on all campaigns unless a buyer requests the use of another tool.</p>
<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>MiQ confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:</p> <p>“MiQ is fully committed to providing brands with the maximum level of brand safety. Specifically, MiQ use leading independently certified content verification tools and proprietary technology to implement pre and post bid solutions, ensuring maximum brand safety levels”</p> <p>The Brand Safety Policy is located on the MiQ website at the following link:  <a href="https://www.wearemiq.com/brand-safety-policy/">https://www.wearemiq.com/brand-safety-policy/</a></p> <p>Significant changes or updates to the Brand Safety Policy are communicated to all buyers through email if required.</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>MiQ Brand Safety Policy explains the processes applied to minimise the risk of ad misplacement as follows:</p> <p>In summary, these processes are as follows:</p> <ul style="list-style-type: none"> <li>• MiQ only serves ads on domains which have been vetted manually by one of its partner platforms.</li> <li>• MiQ's Blacklist is used on all campaigns and is updated weekly.</li> <li>• MiQ uses Integral Ad Science's AdSafe Firewall (JICWEBS certified) on all campaigns pre-bid and post-bid, unless otherwise specified, “used to determine and block pre-bid inventory that is deemed suspicious or consistent with adult, gambling, download, drug, nudity, alcohol, hate speech, offensive language content.”</li> </ul> <p>Additionally, MiQ has the ability to use third party integrations with CV Tools such as MOAT &amp; AdLoox (non-JICWEBS certified).</p>
<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>MiQ's takedown policy is included in their Brand Safety Policy on their website and states:</p> <p>“Should a client want to stop an ad campaign or have any brand safety related queries, MiQ will guarantee activity be paused and queried within 24 hours but will endeavour to do this instantly. Clients should email notice to your account manager or the alias <a href="mailto:brandsafety@miqqdigital.com">brandsafety@miqqdigital.com</a>”</p> <p>“The contractual consequences of not taking down an ad in accordance with MiQ’s Takedown policy are subject to the terms of each individual Insertion Order negotiated with each Buyer”.</p>

Good Practice Principles	Description of compliance with the Principles
<p>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  
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 211 High Street,  
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<p>Statement of verification provider:</p>	<p>We have reviewed MiQ’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, MiQ 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.