

# DTSG Brand Safety Certificate



MiQ  
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 London  
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<https://www.wearemiq.com/>

Business/Brands Certified:

MiQ

Service provided:

Reseller, Technology

Month of verification:

July 2019

## Good Practice Principles

## How MiQ complies

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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.

Digital display advertising transactions are governed by either MiQ or buyer's insertion orders (IOs) referencing applicable standard Terms and Conditions (T's & C's).

For IOs generated by MiQ, standard T's & C's apply which can be found on their website:

<https://www.wearemiq.com/terms-conditions/>

MiQ also works with buyers who raise their own IOs, to which the buyers' T's & C's are agreed.

MiQ also has signed agreements with advertising exchanges.

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

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).

MiQ (and buyers') IOs contain intentions and/or targeting instructions of where advertising should (or should not) appear.

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.

MiQ has an inappropriate schedule (blacklist) which is run across all campaigns. Buyers can also provide MiQ with their own blacklist to run against their campaigns.

MiQ also has integration with the JICWEBS certified CV tool - DV Digital Impression Quality - Real-Time Ad Blocking by DoubleVerify which can be used on client request.

3 Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly.

MiQ confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

“MiQ is fully committed to providing brands with the maximum level of brand safety” and “Specifically, MiQ use leading independently certified content verification tools and proprietary technology to implement pre and post bid solutions, ensuring maximum brand safety levels.”

The Brand Safety Policy is located on the MiQ website at the following link: <http://www.wearemiq.com/brand-safety-policy/>

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

MiQ's Brand Safety Policy outlines the processes to minimise the risk of ad misplacement. In summary, these processes are as follows:

- MiQ serves ads exclusively on domains which one of its partner platforms has vetted.
- MiQ's blacklist is updated on a weekly basis, and is run by default on all campaigns.
- MiQ use Integral Ad Science AdSafe Firewall (non-jicwebs certified) on a pre and post-bid basis.
- MiQ also has the ability to use DoubleVerify (JICWEBS certified) and Grapeshot (non-JICWEBS certified) upon client request

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.

MiQ Brand Safety policy states “ MiQ will guarantee activity will be paused and queried within 24 hours but will endeavour to do this instantly”

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.

“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.”

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?

**Statement of verification provider:**

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.

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.

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JICWEBS Standard:



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Verified by:



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Address:

ABC Ltd  
Saxon House,  
211 High Street,  
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Hertfordshire.  
HP4 1AD

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### 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.